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A S T O R I A      R E G A T T A      A S S O C I A T I O N  
P. O. Box 148      Astoria, Oregon

John H. Nellor  
President

A. M. Dunlop  
Executive Secretary

April 18, 1956

Dear Sheryl,

This is to inform you that you have been selected as one of ten finalists from which the court for the annual Astoria Regatta will be selected this year.

You have been chosen by your classmates to represent your school and as president of the Astoria Regatta Association I wish to congratulate you. But this is just the first step in the final selection of the court and of the queen herself. To make sure that we chose the best court possible to represent Astoria at its best, we will have to have your cooperation.

The Board of Directors of the Association wants to meet you and to talk with you, as they will talk to each of the candidates for the court. We have set this Thursday evening from 7 P.M. until about 8 P.M. as a time for getting acquainted. We would like you to appear at the Astoria Chamber of Commerce Office at this time for an interview.

The interview is to be informal and we do not want you to be nervous or do unnecessary "primping" for the appearance. Questions we might ask are such things as your interests, your activities, your plans for the future, your willingness to perform the many jobs required of Regatta royalty.

Mrs. Charles Smith, president of the Astoria Anchor Club, and Mrs. Vernon Mogenson, Anchor Club member, both of the Regatta Association Board, will be on hand for the meeting. They have the job, as the Anchor Club does each year, of supervising the Regatta activities of the court. I am sure you know many of the other Regatta Board Members and so should feel quite at home.

If you are worried about what to wear perhaps this suggestion might help -- school clothes are quite acceptable.

The Board of Directors will chose five members for the court. Their names will be divulged individually sometime during the month of May.

I wish to thank you for your cooperation and on behalf of the Association extend my heartiest congratulations and best wishes.

Yours very truly,

John H. Nellor, President  
Astoria Regatta Association

Miss Sheryl Baker  
2524 Birch  
Astoria, Oregon

mbn



## Royal Climber



Astoria, Oregon, Thursday, April 26, 1956

PRINCESS SHERYL BAKER

## Poised Beauty Fourth In Royal Regatta Five

By PHILIPPA SEABROOK  
A-B Social Editor

Astoria has its answer to that quiet reserve and certain poise that characterizes princesses all over the world these days in the 1956 Regatta association's choice for its fourth member of its Royal Court, Sheryl Baker.

The seventeen-year-old daughter of Mr. and Mrs. H. Edmond Baker has that tranquility of bearing combined with a shy little air that adds up to the eternal feminine, all wrapped up prettily in a five-foot-three (and three-fourths) package.

And this brown haired, brown eyed Regatta lovely is Astoria born, on a bright May day, the 19th, in fact, having received her elementary education at John Jacob Astor school, and now a senior at Astoria high.

Princess Sheryl is a busy bit of royalty. At home she sews, learned back in grade school days when she was a Four-H'er, and loves to make pretty things about the house.

At school, she is a member of the Honor society, Quill and Scroll, Service club, Latin club, senior class secretary, Girls league secretary last year, when she was also art editor of the Zephyrus.

And that is where, according

to her classmates, this little princess really shines, for she has that artistic touch that might someday lead to fame and fortune.

But in the meantime, she loves to sit down to a platter of those Swedish pancakes her grandmother makes, and fame and fortune in the immediate offing mean Regatta days and all the excitement that is in store for a royal princess.





Evening Astorian-Budget, Astoria, Oregon, Monday, April 23, 1956

## First of Five



JUDY PALMBERG

## Princess Judy Is First of Royalty

Judith Marie, the lovely daughter of the Herbert Palmbergs, makes headlines today as the first 1956 Regatta princess to be announced by the Regatta board of directors.

The news, coming as a big, wonderful surprise to Princess Judy, had to be kept a deep secret over the weekend, so Judy

and her parents took a trip up-river.

Princess "Number One" is as lovely as a princess should be. A senior at Astoria high school, she is secretary of the Honor society, a member of the Pepsters, and had a part in the senior play. At home, when she has time, she likes to sew and has made some of the pretty cottons that grace a royal figure, five-feet-four-and-a-half.

Princess Judy's rosy cheeks and bright blue eyes under a thatch of brunette waves shows that she likes the outdoors and she is looking forward to the opening of Tapiola swimming pool. After an afternoon of swimming, she likes best a great big plate of Chinese food!

On the artistic side, Judy plays the piano, mostly classical, and on the practical side, this princess hopes to go on to college and major in mathematics!

She was born in Portland 18 years ago, December 21, but came with her parents to Astoria when she was old enough to enter the third grade at Lewis and Clark school.

At home, her first and most enthusiastic booster is brother David, 12, a basketball prospect from the same school.

This year the Regatta board, along with the Anchor club, will sponsor five girls on the royal Regatta court. Other members of the group will be announced this week.





# Blond Beauty Named

Evening Astorian-Budget, Astoria, Oregon, Tuesday, April 24, 1956



PRINCESS RETA CLARK

## Princess Reta 2nd of Royal Regatta Realm

By PHILLIPPA SEABROOK  
A-B Social Editor

Dainty as the daffodils that lift their golden heads above the gardens of Clatsop is the second 1956 Regatta princess to be announced by the selection committee. She is blond, blue-eyed Reta Clark, daughter of Mr. and Mrs. Howard Hughes.

Princess Reta's light hair tops a peaches and cream (we call it "honey blond") complexion and there is trim, slim little figure, standing five-feet-four, to add up to what gentlemen prefer.

Born in San Diego, Princess Reta, like Princess Judy Palmberg, started life in Astoria in the third grade at Lewis and Clark grade school. Now, a senior at Astoria high school along with grade school class-

mate Judy, she has been a peeper and is so popular with her classmates, she was chosen Homecoming Queen this past fall.

The piano tinkles to Reta's touch, for she takes lessons, and plays both classical and popular. And she really and truly likes to cook, although her favorite dish, Chinese food, is something she hasn't tackled yet.

After graduation, Reta plans to continue her commercial course of study at Portland's Northwestern School of Business, for she has already made up her mind that she wants to take up secretary work as a career.

Although she's 17, it won't be for long, because May 7, the subjects of Regatta land can sing "Happy Birthday, Princess Reta! Happy birthday to you!"







Astoria, Oregon, Friday, April 27, 1956

PRINCESS JEANETTE KEMPF

## 'Wealth of Warmth' Charm of Princess

By PHILLIPA SEABROOK  
A-B Social Editor

The 1956 Regatta royal court of princesses is completed with the selection committee's choice of sunny, jolly Jeanette Kempf, daughter of the John Kempfs.

This blue and gold charmer has personality plus, a wealth of warmth and a smile that would melt the snow on Saddle mountain in mid-February.

Besides that, she has a trim little 5-foot-5 figure, eyes as blue as the waters on Youngs Bay on a summer day and hair the color of the sun glinting on those same waters that stretch across from the white, red-roofed Kempf home on Olney avenue.

### Soon 18

Princess Jeanette, 17 (she'll be 18 June 2), was born in Morris, Minn., and with her parents and brother Jerry she moved to Astoria in time to enter the second grade. This was at Star of the Sea grade school, and she is an active member of that high school's senior class now. She is secretary of her class, vice prefect of Sodality, president of Quile-sima music club, was cheer leader for two years, and had one of the main leads in the recent school operetta, "The Fortune Teller."

And all through school, Princess Jeanette has been a music major, taking violin and voice (and she plays the piano for her own "amazement.")

Besides her lovely, golden voice, this bubbling, merry little princess has a home hobby that makes her even more popular with her friends. She loves to make great big fluffy, yummy cakes, and does so at the slightest provocation.

### "Adores" Basketball

She "adores" watching basketball games, likes to swim and play baseball, and when the weather doesn't permit outdoor activities, Princess Jeanette likes to curl up with a good book.

Brother Jerry is a junior at Portland university, and Princess Jeanette, next fall, plans to go to Marylhurst, where she hopes to major in education, and minor in music.

And Brother Jerry doesn't know it, but when he comes home from college, he has a date to take his Royal sister out for a dish of fried prawns, just to celebrate!





Astoria, Oregon, Wednesday, April 25, 1956

## Royal Waterfall



PRINCESS JACKIE POELL

### Five-Foot-Three Miss Is 3rd of Royal Court

By PHILIPPA SEABROOK  
A-B Social Editor

Excitement mounts as a third pretty princess gets the nod from the Regatta selection committee for this summer's festival of fun and pageantry. And a good bit of that excitement brushed off onto the 1956 Regatta's third princess, Jacqueline Poell, 17, daughter of Mr. and Mrs. Mike Poell.

There's something elfin about this little princess, who says she stands five-foot-three, ("almost"). She has wood-brown hair and green eyes and a provocative smile and she loves the outdoors, that is, if it's the outdoors of our woods and streams and sandy beaches.

But at Star of the Sea high school, where she is a senior, Princess Jackie shows a more serious side. She served as treasurer for the senior class and Sodality, one of the school's all-student organizations, was a cheer leader for three years, is a member of Quilisma Music club, and was one of the little ballerinas in the school operetta, "The Fortune Teller," which had such a successful two-day run here last week.

She works hard on her music, too, and spends long hours practicing piano and cello. But when school hours are over, there is nothing Princess Jackie would rather do than play a rough-and-tumble game of basketball or sandlot baseball, mind you.

The town of Hanover, Kan., probably never knew that one of its native daughters, born June 6, would some day grow up to be an Astoria Regatta princess, but that's just what happened. Like the other two 1956 Regatta princesses already announced, Princess Judy Palmberg and Princess Reta Clark, this third member of the Royal Regatta court came to Astoria with her parents in time to enter the third grade.

She hopes to go on to college, and would like to study journalism or maybe education, and, appropo of nothing, unless it just indicates a healthy American appetite, Princess Jackie likes gobs and gobs of fried chicken.

Won't brother Michael, stationed with the air force at Moses Lake, Wash., have something to tell his buddies, now that he has a little princess in the family!





# ARMED FORCES DAY

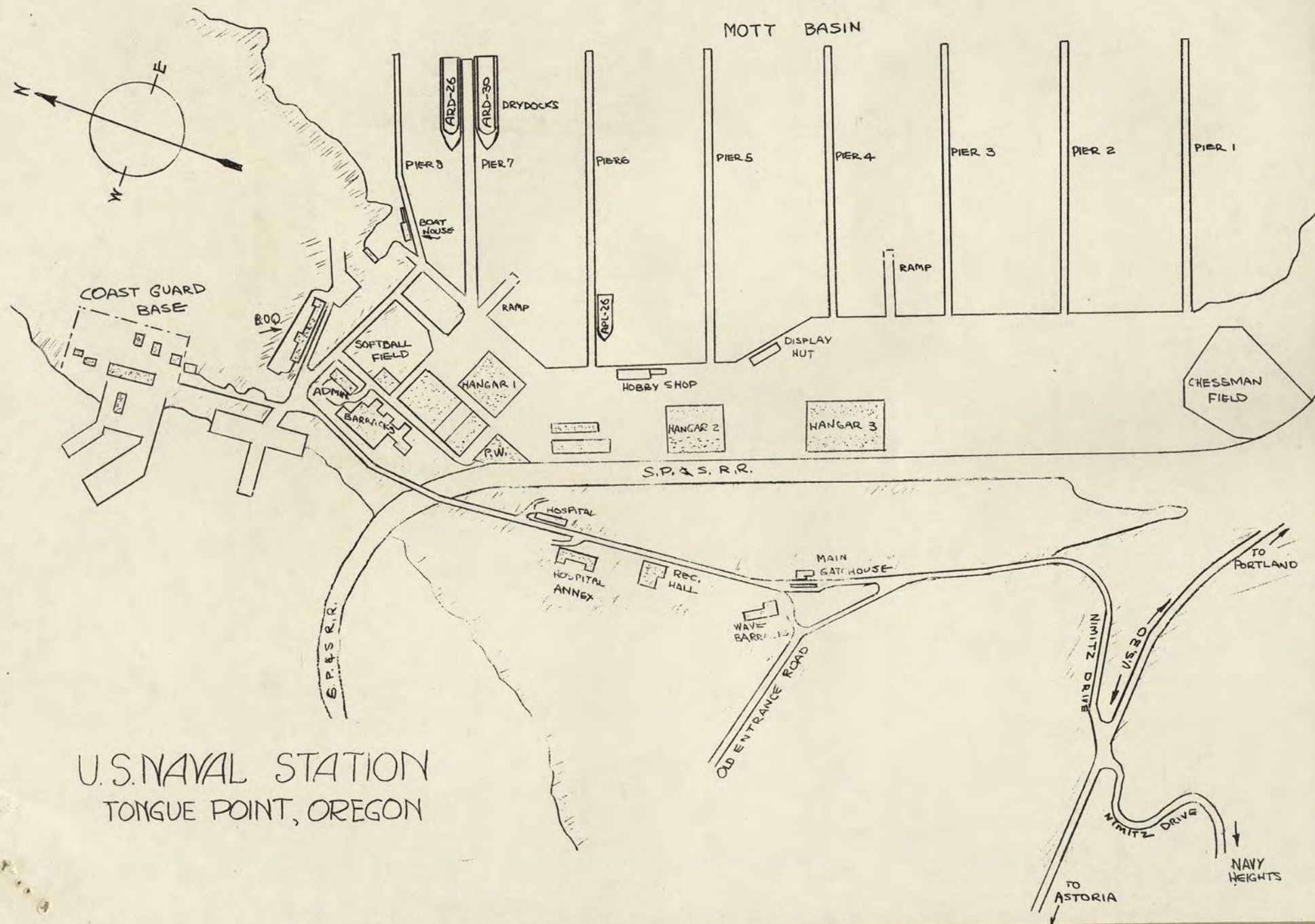
MAY 19, 1956

WELCOME

## POWER FOR PEACE

U S NAVAL STATION, TONGUE POINT  
COLUMBIA RIVER GROUP, PACIFIC RESERVE FLEET  
ASSISTANT INDUSTRIAL MANAGER ASTORIA





U.S. NAVAL STATION  
TONGUE POINT, OREGON



# LEBANON



REIGNING AT Lebanon for 1956 Strawberry Festival are, reading clockwise from left, Princesses Marilyn Swanson and Nancy Weitzel; Queen Miriam Brown; Princesses Betty Moore and Carol Hoeck. (Eggen Photo.)

## 2 Parades Scheduled During Fete

By Helen M. Myers  
Journal Staff Correspondent

LEBANON, June 15.—This town today is the strawberry capital of the world. Thousands of visitors are here to pay tribute to the queen of the Strawberry Festival, and to partake of the world's largest strawberry shortcake. Reigning over the three-day event, which opened Thursday, is Queen Miriam Brown. Her princesses are Marilyn Swanson, Carol Hoeck, Nancy Weitzel and Betty Moore.



THE JUNIOR phase of the festival is governed by a junior queen and king, Beverly June Lockmer and Steven Summers, who were crowned Thursday afternoon at the opening event in the high school gymnasium. The royal court coronation was in the same place at 8 p. m. Thursday, followed by opening of the home show at the San-tiam school. Also on display were the flower show, berry exhibits, arts and crafts, the 4-H exhibit, rock exhibit and 40 business and industrial booths.

Today is the big day, however, as throngs lined the streets to watch the 2½-mile long parade, with scores of attractive floats, marching bands and other marching groups. The gigantic shortcake was to be served at noon, following the grand parade.

# BERRY

# FESTIVAL



## Real Nautical Air



Astoria's Regatta association, whose princesses just finished a second trip advertising the celebration, added a real nautical air to their planning for the 1956 celebration with the addition of real Navy man to their board of advisors. Pictured above with Regatta planners, is CDR Wed-

dle, Tongue Point, who has been assigned to the board to act as military liaison officer with the Regatta board. Left to right above are CDR Weddle, Roy M. Thompson, Regatta manager, Charles DeFoe, board member, and Dr. E. W. Harvey, board member.

Monday, June 25, 1956

## Big Parade Visited by Royal Court

Astoria's Regatta princesses made their second goodwill jaunt of the summer to the Willamette Valley Saturday, marching in the Phil Sheridan days festival parade at Sheridan in Yamhill county.

Princesses Judy Palmberg, Reta Clark, Jackie Poell, Jeanette Kempf and Sheryl Baker were accompanied by Mrs. Robert C. Larson, their official chaperon, and Manager Charles DeFoe of the chamber of commerce.

Members of the party distributed Regatta folders to all the people they could find.

Also representing Astoria in the parade was a detachment of 18 members of the American Legion drum and bugle corps under direction of John Gustafson.

The parade was a big one, with entries from all over the Willamette valley, and the Sheridan festival drew a big crowd, members of the Astoria party reported.

Wednesday, June 20, 1956

## New Patch Design



A new shoulder patch, designed by members of the Pacific Art Guild, will adorn the shoulders of Regatta celebrants this year. The design, which is pictured above, commemorates both the Regatta and the Oregon Fish Festival which is the newest Regatta wrinkle. The Oregon State seal forms part of the design. The design change was made necessary by discontinuance of the Salmon Derby. (A-B Photo)





*Your Invitation to the 36th Annual*

# **ASTORIA REGATTA**

**AND**

# **OREGON FISHERIES FESTIVAL**

**AUG. 30 - 31    SEPT. 1 - 2**

## **ASTORIA, OREGON**

**MARINE SHOWS**

**MARINE EXHIBITS**

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*fun for the whole family*

**FOR COMPLETE INFORMATION CALL, WRITE OR WIRE**

**ASTORIA REGATTA ASSOCIATION, ASTORIA, OREGON**



## Royalty on Review



Putting their best food forward for Astoria over the Fourth of July, will be the five young women pictured above who have been making trips all over the state this summer as part of their duties as Regatta royalty. The five princesses of

the royal court pictured above are, from left to right, Judy Palmberg, Sheryl Baker, Jackie Poell, Reta Clark and Jeanette Kempf. New uniforms, chosen for them by the Anchor Club, are also put on view for the first time.

## *Admirals, Princesses Set Jaunt To Salem July 4th Celebration*

A crew of Regatta admirals, plus a quintet of royal beauties, was set to cast off today for a possible two-day journey into the Willamette valley.

Both the Albany Timber Carnival and the first community celebration Salem has noted in many years, the Willamette River days, are expected to be visited by a large contingent of the Regatta board members. However, the Albany jaunt was not certain at noon today. It may develop that only the Salem journey will be made, since to attend both would make an overnight trip necessary, a board

spokesman said.

The group will make one overnight trip to Eugene later in the summer season.

Fourth of July travels billed for the royal court will take them to the third celebration they have attended this summer. The first trip took them to Lebanon and the second to Sheridan.

The Albany Timber carnival is set for July 3 and the Salem celebration July 4.

Admirals who will definitely make the trip, at least to Salem, include R. L. Hansen, William Holmstrom, and A. A. Naimo. Others are scheduled to go for either one of the two days. Chaperone, Mrs. Robert Larson and her husband, and Mr. and Mrs. Charles Smith, may also take the trip.

Regatta association officials also

issued an open invitation to any admirals not on the board of directors to make the trip. Anyone desiring to help represent Astoria at either of the celebrations may call the association manager, Roy M. Thompson, at 620 at any time.



<b>Nº 9716</b>		<b>ADMIT ONE</b>	<b>1.00</b>
NAME _____		TO ALL EVENTS OF	
ADDRESS _____		<b>Willamette River Days</b>	
CITY _____		JULY 4th, 1956, SALEM, ORE.	
PHONE _____			
FOR			
<b>"WILLAMETTE RIVER QUEEN"</b>			
I VOTE FOR:			
MISS _____		DOOR PRIZE:	
(No Votes Tabulated After July 1, 1956)		CABIN CRUISER	
		MOTOR & TRAILER	
		MANY OTHER PRIZES	
		5	

**9716**  
**Nº**

- BOAT PARADE
- PICNIC
- BOAT RACES
- AQUA SHOW
- OTHER EXCITING EVENTS





Monday, July 16, 1956

# A Day At

# The

**THE CHAMP.** Encircled by well-wishers, 1956 Soapbox Derby champion Larry Petersen (insert) appears a bit dazed as his winning Gas Heat racer is hoisted into view of the crowd. Champion Petersen won trip to Akron, Ohio, later in summer where he will vie with other winners in All American Soapbox Derby.

# Soap Box Derby



# Courtly Guests at Anchor Meeting

Wednesday, July 18, 1956



Astoria's 1956 Regatta court of five pretty princesses made their appearance in trim new uniforms Monday evening at the Anchor club, official guardian organization of the court since its founding. From left, Mrs. Charles Smith, Anchor president; Mrs. Robert Larson, court chaperone, Princesses Reta Clark, Judy Palmberg, Sheryl Baker, Jeanette Kempf and Jackie Pohl, being served by Mrs. Arthur Anderson, seated. (A-B).









# Five Little Regatta Princesses



**Off On A Spree**



































# Five Little Regatta Princesses Off On A Spree



"We want to cover the waterfront!" shouted the five saucy vivacious Regatta princesses, when the official Regatta photographer, armed with the official Regatta camera, asked them, "Where to?" Besides, this year's Regatta is including a fish festival, the princesses reminded him, and they thought they should get hep to the wondrous and workings of Astoria canneries and learn how those big bright fish go into those little bright cans.

What's more, it was one of those warm days, and what more

fascinating spot for five energetic but royal princesses than the dim, cool reaches of our big canneries, or the breeze-crisp river shore, with its bobbing fish-boats?

They scrambled all over an unsuspecting troller (boat, that is), climbed the ladder, manned the wheel, and sprawled out on the fantail for a sunbath. In the upper left-hand picture, you are being saluted in Derby fashion, from left, by Princess Jackie Pohl and Princess Jeanette Kempf, seated on deck, and from left by Princess

Reta Clark, Princess Judy Palmberg and Princess Sheryl Baker, atop the pilot house.

They watched the great big fat tuna going through the butchers' hands on its way to the cleaners, and then to the packers and the fabulous packing machines. They squealed with glee over the slices of cold wet Chinook they handled. They inspected the slimmers and the gut belt and the swift working packers and the patchers and the graders. And they had a ride on the tow car, right along with

cases of canned fish.

After an hour or so of education on fish canning, the five pretty Sally Salmon relaxed in the sunshine on the docks, climbed down along the rocks among the weathered pilings along the breakwater, and dabbled their royal tootsies in the waters of the Columbia.

With their chaperone, Mrs. Robert Larson, they ended a "wonderful" afternoon with an ice cream treat, an education on fish canning, and sunburned noses.



Tenth Annual

# Miss Oregon Pageant

FRIDAY, SATURDAY, SUNDAY

*July 20, 21, 22*  
**1956**

CENTRAL SCHOOL AUDITORIUM

*Seaside, Oregon*

official preliminary contest of

# Miss America Pageant





## Regatta Revels

Sunset Empire Regatta fans have just three weekends to wait before the newest version of the traditional and annual water festival unfolds with four full days of fun from August 30 through September 2. Regatta planners, who are nearing the critical point of their months and months of work, say they will present an unusual show this year with many departures from the format of the past. Biggest change is the Fish Festival celebration which salutes the fishing industry. They hope to spring other changes as the celebration progresses.

Cheering note for Regatta workers was word from Mrs. Jean Mogenson, president of the Lions Club Auxiliary, that her organization had joined the ranks of 100 per-centers in the Regatta membership drive. The club met Thursday evening and voting the Regatta support through was one of their first acts of a busy schedule. Nearly a thousand citizens have pledged support to the association so far with a dollar membership purchase. The association would like many more, they say, to help in planning future Regattas.

Soap Box Derby champ Larry Petersen will represent Astoria in Akron, Ohio, as a full-fledged admiral of the 36th annual Astoria Regatta. When he leaves Astoria Monday for Portland and the train trip through the US he will be wearing a Regatta admiral's costume and he will wear it on arrival at Akron. Mrs. Philippa Seabrook, chaperone for the journey and A-B Social Editor, says she'll help him keep his uniform clean. Regatta association president John H. Nellor will present Larry with a commission as a Regatta admiral before the car taking him to Portland leaves the city.

Flashy red bumper signs, advertising the Regatta Fish Festival, are cropping out all over town. The new signs can be had at the association's office in the John Jacob Astor hotel. An association member Friday gave several away to out-of-towners who promptly tacked them on their cars and began spreading the word about the celebration.

Astorians who attend the Astoria Day activities at the Portland Beaver stadium will be wearing yellow circles for badges which have red printing on them as a salute to the Beavers and as a mark of identification for the group. The 'buttons' can be obtained at Steinbock's, the Chamber of Commerce office, or the Regatta association office. Game day is August 12.

Salem Cherrians are among the first to make reservations to participate in the 36th annual Regatta. Sixteen couples of the group have called asking for reservations. They are expected to arrive Saturday, September 2 and participate in the Grand Parade.

Regatta commissions will be out next week according to association secretary Roy M. Thompson. He said that about 2500 of the parchment documents will be sent out this year to both Astorians and out-of-towners. Astorians comprise the majority of the commission lists, however.



## Astoria Regatta Events To Include Fish Festival

ASTORIA (Special)—Governor Elmo Smith will officially open a Fish Festival during ceremonies to be held Saturday afternoon, September 1, as one of the highlights of the 36th annual Astoria Regatta.

Governor Smith, who will be on hand for the late Saturday afternoon parade, will read a proclamation officially inaugurating the first Oregon Fish Festival at Pier 3 at Astoria's docks.

The regatta gets underway

August 30 and runs through September 2. Opening ceremonies of the annual festival will feature coronation of the Regatta queen, who will be selected from a field of five contestants. Queen candidates are Jeanette Kempf, Jackie Poell, Reta Clark, Sheryl Baker and Judy Palmberg.

Regatta activities scheduled for Friday, August 31, include the traditional admiral's reception, which will be held at the port dock's pavilion. It will be followed by dancing.

This year, all of the activities of the Regatta are to be held in the port docks area. Recent additions to the program include the Herron brothers of Longview, Washington, world champion birling competitors. They will appear on both Saturday and Sunday, September 1 and 2. Also billed for the same two days are the Nehalem water dogs.

### Cooking Contest Set

Fish festival activities will include the cooking contest on September 1 and the free fish fry on September 2, which winds up the four-day festival.

Nationally-known cooking experts are to be judges of the cooking contest for which entrants are being accepted from all over the Pacific Northwest.

The annual grand parade is billed for 3 p. m. on Saturday. Grand prize winners of last year, the Oakland naval station drill team, will return this year to defend their championship.

The queen's ball is set for Saturday night, worship services and a marine parade, which will feature more than 200 boats, are scheduled for Sunday.

Throughout the four-days, the regatta pavilion will be open days and evenings for viewing of exhibits. The story of fish, and other fish industry exhibits, are set for the display. A youth booth is another new feature added this year. It will feature games and rides for children.

Admiral John L. Farley, national director of the fish and wildlife service, is admiral for this year's regatta.

## Saturday Street Scene



'Pudding Peddlers' such as the ones pictured above hit Astoria's main street today in the first drive of the Regatta association button campaign. Pictured left to right, cornering chairman Charles Smith of the button drive, are left to right, Priscilla Ross, Chairman Smith and Rose Marie L'Amie. The girls, all members of Jeromes Pudding softball team were on Commercial street throughout the day today selling Regatta association buttons.

(A-B Photo)

## Lady Lions Entertain Princesses

The highlight of the first Lions Auxiliary meeting last Thursday under its new president, Mrs. Vernon Mogenson, was the appearance of the Regatta Court and its chaperone, Mrs. Robert Larson. The Auxiliary voted 100 per cent membership in the Regatta in honor of its guests.

Miss Jeanette Kempf, a regatta princess, won the special prize and card prizes went to Mrs. Arnold Swanson and Mrs. Leroy Steinmann.

Dinner tables were decorated with sailboats and flowers in the Regatta colors by the hostesses Mrs. E. G. Fearey Jr., Mrs. Ed Johnson, and Mrs. Russel Sinnhuber.



ANNUAL ASTORIA REGATTA  
AND  
OREGON FISH FESTIVAL

August 30 - 31 — September 1 - 2



ASTORIA REGATTA Ass'n.

P. O. Box 148

Astoria, Oregon

JOHN N. NELLOR  
President

July 25, 1956

**OFFICERS**

Dr. John Hickman,  
Vice-President  
Robert L. Hansen,  
Secretary  
Sam Yockey,  
Treasurer

**BOARD MEMBERS**

**Elective**

Dr. E. W. Harvey,  
Chairman  
Oregon Fish Festival  
Fran Hales  
Ed Niemi  
John Verschueren  
Al Mather  
John H. Nellor  
Bob Macdonald  
Dr. John Hickman  
Robert L. Hansen  
Sam Yockey  
William Holmstrom  
Jean Hallaux  
Richard Jensen  
A. A. Naimo  
Alden P. Miller

**Appointive**

E. T. Edison,  
Yacht Club  
Wes Shaner, Jr.,  
Yacht Club  
Jean Mogenson,  
Anchor Club  
Marge Smith,  
Anchor Club  
Charles DeFoe,  
Chamber of Commerce  
Peter Cosovich,  
Mayor

Dear Princess Sheryl:

With the Regatta celebration just a few weeks away, I want to take this opportunity to congratulate you as an individual and the Court as a group on the fine way you have conducted yourselves during your many trips this summer.

Those who have worked with you have been extremely pleased with each of you and have asked me to congratulate you for your excellent attitude, cooperation, and behavior. I know that in the few weeks that we have remaining, that we can count on each of you to continue this same fine attitude.

I have been informed of the name of your escort and I want to congratulate you on your fine choice. I have written him a letter giving him some information about the uniform and a few of the requirements that are necessary. I am telling him in the letter that any further instructions or requests for help will come from you. In other words, we will inform you of what we want your escort to do and you will explain our instructions to him. We will try to get all of you together some time before the celebration, but this date has not been determined at this time.

I am enclosing a Regatta button and official Regatta patch.

Thank you again for your fine cooperation.

Yours very truly,

*John H. Nellor*

John H. Nellor, President  
Astoria Regatta Association

jhn/mn

FOR A GREATER ASTORIA



## Regatta Revels

Astoria is going to be a regular stopping place from now on for globe-circling Ian Imbey of Brooklyn, N. Y.

Imbey, owner of Normandy Electric Wire company of Brooklyn, stopped in Astoria recently on the first leg of a trip that was to take him to Honolulu and Tokyo on business. After hearing a few "fish stories", there was nothing to do but to arrange for clothing, fishing gear and a boat and take to the Columbia in quest of King Chinook.

That evening Imbey announced that Astoria would be a "must" in planning future trips.

He shipped his three salmon back to New York.

Efforts are still being made by Alden 'Pete' Miller, Regatta board member, to get sail boat races lined up for the Regatta. Miller said he has good prospects and a definite word is expected by mid-week. The association has trophies all ready for the winners.

Other marine events still in the 'possible' stage include the Nehalem Water Dogs and the Heirens brothers log rollers which proved so popular last year. The two organizations are expected to have a definite answer by mid-week.

Old-time Regatta planners got a lift this week that the celebration was really on the road. L. O. Manu, a Navy man stationed on Guam, sent in a Regatta contribution of \$10 and a request for a patch and button. His request is a yearly one and last year he came from Guam to attend the Sesqui-Regatta celebration. He is a former Astorian.

Commissions for the Regatta are in the mail, according to association president John N. Nellor. Nellor says more commissions are being sent out this year and that more local admirals have been named. This year's commission follows the same style as the one which was used last year.



Vol. IV Astoria, Oregon, Aug. 22, 1956

### OFFICERS BOARD OF DIRECTORS

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### PROGRAM TODAY—ROYAL REGATTA COURT VISITATION.

### PROGRAM LAST WEEK AUGUST 15

### Rotary Scholarship Awards

The event of the week not only in Rotary Interest but also for the entire Community of Astoria was the awarding of the 1956 Rotary Scholarships.

Virginia Curtis from "Astoria High School" received her check for \$500 and was accompanied by her mother and father, Mr. and Mrs. Arnold Curtis. Another \$500 award went to Ed Chase, (former Junior Rotarian) of "Star of the Sea". Mrs. Chase accompanied Ed to the luncheon.

Chairman of the Scholarship Committee, Bob Hawkins explained that because of the very close race for honors, two additional \$200 Scholarships were awarded.

Present to receive these Scholarships were Michelle Greenberg of Astoria High School who was accompanied by her father and mother, Mr. and Mrs. Jerry Greenberg. The other recipient of a \$200 check was Ralph Bergstad who was accompanied by his father and mother, Mr. and Mrs. Joe Bergstad.

Each honored student gave a short acceptance speech. Rotarians felt that they were well rewarded for the hours of work spent in show practice last winter. Awards were presented by Scholarship Committee Bob Hawkins, Lynn Hughes, Jerry Sullivan, Jerry Greenberg and R. Chessman.

### Program Week of August 8

Program Chairman McNally introduced Miss Linda Thompson.  
(Continued on Page 2)

Royal court members are on the luncheon-circuit merry-go-round. Rotary and Lions club appearances are billed as of now. If anyone wishes to have the court and a Regatta spokesman as guest they may do so by merely calling President Nellor, Charles DeFoe, chamber manager and board member, or William Holmstrom, immediate past-president.

Plans for the Anchor club luncheon, which is to be held August 31 at the same time as the Admiral's luncheon at the Naval station, are well underway, according to Anchor planners. Mrs. Robert Reid is chairman of the event. She urges all interested persons to attend. The affair generally draws one of the largest crowds of the Regatta. Last year extra chairs had to be hauled in to seat the overflow crowd.

Crews of Jaycee workmen, headed by Tony Naimo and Bill Stidwell, Friday began the long job of 'remodeling' pier 3 at the Port docks into a pavilion, to house the 36th annual Astoria Regatta.

First order of business was laying out the Pirate's Den and then the bigger job of laying out and closing in the area of the huge pier into an auditorium. It seems like quite a hike, workers say, just to walk from one end of the pier to the other, let alone work in it.

Remember the Regatta barges? Once several years ago a night marine parade was held and barges floated as base for the various 'floats'. Since that time the barges have been stored at the Port Docks. They are now in use again. Laid on their sides they are strung along from one end of the pier to the other to provide the partitions which separate the dance floor, Pirates Den and auditorium from the rest of the pier area.

Cooking contest activity is really picking up, according to volunteers who are working on the project. More entries could be used, however, and interested persons are asked to contact officials right away if they plan to enter the contest.

Be a booster, Buy and Wear a Regatta Button!

Regatta button salesmen were on the street again today selling buttons. One girl, who really is a go-getter, has sold 20 buttons each Saturday for the past two weeks.





(Continued from Page 1)

son, daughter of Mr. and Mrs. Troyer Thompson. Linda was elected 1956 Governor of "Girls State" a youth organization. Miss Thompson gave an interesting description of the conference, ideals and purpose of "Girls State", how it functions, methods and procedure leading up to the election.

We all gained the general impression that "Girls State" is doing an excellent work; that we should be proud of Linda Thompson's achievement in being elected Governor, and that all the girls who attended the conference had an enjoyable time in addition to the educational benefits gained.

#### Visiting Rotarians

Willis Darrow, Seattle, Wash.  
Arthur Norman, Portland, Ore.  
Jack Tennent, Yakima, Wash.  
Frank Ruzicka, Lewiston, Mont.  
Wally Cole, Longview, Wash.  
J. O'Malley, Phoenix, Ariz.

#### Guests

Barney Calkins, guest of Roy Baker.  
Father Carney, guest of Bill Van Dusen  
Reginald Vincent, guest of Cliff Elledge  
Ray J. Wilkey (former Rotarian from Los Banos) now a permanent resident of Astoria, guest of Geo. Altstadt  
Al Barclay, guest of Rich Paulsen

"I hear you had a \$20,000 fire in your store".  
"Sh! That's tomorrow."

Physicians say that 15 million United States women are overweight. These are round figures.

Scholarship winners and parents were guests of Rotary last week for the presentation of the checks totaling \$1400. Left to right Jerry Greenberg, Michelle Greenberg, Mrs. Jerry Greenberg, Ed Chase, Mrs. Edwin Chase, President Harry, Mrs. Arnold Curtis, Virginia Curtis, Arnold Curtis, Ralph Bergstad, Mrs. Joseph Bergstad, Joseph Bergstad.



he came from Guam to attend the Sesqui-Regatta celebration. He is a former Astorian.

Commissions for the Regatta are in the mail, according to association president John N. Nellor. Nellor says more commissions are being sent out this year and that more local admirals have been named. This year's commission follows the same style as the one which was used last year.

#### John Kilpack

Born Portland, Ore.,  
April 5, 1921

Education, High School,  
Portland, San Mateo  
Junior College

Joined Astoria Rotary  
Club, Jan. 16, 1956

Classification, Automobile (Trucks Retailing)  
Executive Lovell Auto Co.

Married Elsie Jackson  
Children, two, Julie 10,  
Joan 9



#### ROTARIANS IN THE NEWS

Floyd Wright of The Port of Astoria and Chairman of the Inter-County Coast Group, which met with Governor Elmo Smith, and State Highway Engineer W. C. Williams Monday the 13th in the interests of the proposed Columbia River Bridge, keynoted the meeting. Much was accomplished.

County Commissioner Don Malarkey also attended and added emphasis with an address to the group.

The Columbia River Bridge project gained momentum due to the meeting last Thursday with the State of Oregon Highway Commission, in which the same Rotarians participated.

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# ANCHORS

ASTORIA, ORE.

Dear Sheryl,

The Anchor Club is honoring the Regatta Club with a tea on August 25<sup>th</sup> from 2 to 4 p.m.

We would like to have you be at the yacht Club at 1:45 p.m., as you will be in the receiving line.

Yours truly  
The Anchor Club  
Dorcas Gustafson  
yeoman





The Astoria Regatta royal court of princesses, with their chaperones are shown at the tea given in their honor by the Anchor club at the Yacht club Saturday afternoon. From left, Mrs. Robert Larson, chaperone, standing; Princess Reta

Clark, seated; Princess Jackie Poell, standing; Princess Jeanette Kempf, standing; Princess Sheryl Baker, seated; Princess Judy Palmberg, seated. (Ball Photo)

## Crisp Colors Attract at Anchor Tea

First of the social events which, with Regatta time just around the corner will keep the Royal court in a whirl, was the Anchor club's luncheon honoring the five Regatta princesses, last Saturday at the Yacht club.

This year's decor, more striking than ever, featured white window boxes filled with daisies about the spacious lounge, and the yel-

low and white color scheme was further carried out at the tea table, which was covered with a buttercup yellow cloth and white net skirt.

Presiding at the daisy centered table throughout the afternoon were the Mesdames Edward Harvey, John Nellor, Herbert Palmberg, Mike Poell, John Kempf, H. G. Baker and Peter Cosovich.

In the receiving line with Regatta Princesses Sheryl Baker, Jeanette Kempf, Judy Palmberg, Jackie Poell and Reta Clark were the court chaperone, Mrs. Robert Larson, Mrs. Howard Johnson, chairman for the tea, and Mrs. Charles Smith, Anchor club skipper.

Tuesday, August 28, 1956



# Astoria Schedules Salmon Fry as Part of Program for Gala 36th Annual Regatta Starting Thursday

## Regatta Revels

'Genial Jim' is the name given to another illustrious American who bears the name of Farley, but it is a mantle that would fit easily over the shoulders of big, friendly John L. Farley, admiral of the 36th annual Astoria Regatta.

Admiral Farley, who is regularly director of the US Fish and Wildlife Service in Washington, D. C., flew into Astoria, Wednesday afternoon, for his hour of duty as Regatta admiral. He had as plane companions three US Congressmen who flew in to attend the hearings on Coast Guard regulations which gets underway today.

A contingent of Regatta admirals met him at the airport. Bill Holmsstrom, immediate past president of the association, was the first to greet him, and he presented him in turn to John H. Nellor, president of the Astoria Regatta association; Charles DeFoe, secretary of the Chamber of Commerce; Brewer Billie, city manager; Peter Cosovich, mayor; Dr. John Hickman, Regatta vice-president; and Floyd Wright, who ostensibly came to greet the congressmen. Enough handshaking ensued to aptly indicate that this was an "election year."

Astoria's Lions, who seem always to go just one better than the rest of us, are at it again. They have been holding 'cloak-and-dagger' secret sessions all week long at the Port Docks and rumor, which comes from a specially constructed Regatta rumor factory, has it that they are preparing a float for the Regatta parade. No one knows, or will tell the press at least, just what the float is all about. But it is sure to be something special, (that's what the Lions say)! They do report, and this is from the horse's mouth, they had to get a special trailer from Bellingham, Washington to hold the thing . . . they promise a 'big surprise.'

FORT ASTORIA PICKETED! It happened last night, and the Lions did it. So now the fort and its accompanying picket palisade (to ward off the Indians) is complete for the dedication Saturday prior to the parade. And don't try to tell a Lion that that kind of "picketing" isn't hard work.

The main address and the dedication Saturday at Fort Astoria will be given by Dr. Burt Brown Barker, Portland, past president of the Oregon Historical society, vice president of the University of Oregon and head of the Extension Division of the university. Incidentally, Dr. Barker is recognized as an authority on Pacific Northwest history.

ASTORIA (Special)—One of the largest fish fries ever held on the Pacific coast will be featured during the 36th annual Astoria regatta which gets underway here Thursday afternoon.

First activity of the celebration begins with arrival of the admiral of the four-day water

festival, John L. Farley, director of the national fish and wildlife service. But the top feature of the day will be the coronation of the 31st queen to reign over a celebration that dates back into the 1890s.

### One Building Set

The queen will be named at coronation ceremonies at pier 3 at the Astoria port docks from a court of five princesses. Secret judges, all of them from out of town, will meet the princesses earlier in the day and watch their performances before a coronation crowd that is expected to reach as high as 2500 persons.

Candidates for the queen are all 1956 graduates of Astoria high schools.

New features stud the four-day program of this year's celebration, according to regatta association officials. Newest wrinkle is that the entire regatta's indoor activities have been moved into one building. The coronation, queen's ball, pirate's den, fish festival exhibits are all to be housed in a huge pier at the port docks. This is the first time since the 1940s that the celebration has been consolidated. Dances will be a nightly feature Thursday through Saturday.

Another new feature, according to John H. Nellor, association president, is the Oregon Fish festival.

"This event is the idea of Dr. E. W. Harvey, state fish biologist stationed in Astoria, who designed the celebration as a salute to the fishing industry."

Prizes, 27 of them, ranging from a portable television set to salad bowls are being offered. The contest is set for Saturday morning.

Saturday afternoon will also be highlighted by one of the largest land parades ever held here. More than 75 musical, marching and drill units have already been signed for the event, according to A. T. Naimo, parade chairman.

Another Saturday feature is the appearance of Governor Elmo Smith. He will be on the reviewing stand during the parade and will issue a proclamation setting aside the day as the start of the fish festival.

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Dozer to Dig  
A gigantic marine parade, which is to feature 200 or more boats of every description, will be held Sunday morning. All types of fishing craft are to take part.

The second big event slated for Sunday is the free fish fry. More than two tons of salmon are to be prepared over an open grill. A bulldozer is required to dig a pit for the cooking of the salmon.

Featured performers on two days of the celebration are the Nehalem Water Dogs and the Herrons brothers, world champion log rollers. They are slated for appearances on both Saturday and Sunday.

Gillnet boat races are also slated for the Sunday program.

Fishing interests from throughout the Pacific Northwest are to participate in this phase of the regatta.

Included on Dr. Harvey's fish festival agenda are what bodes to be an annual feature—a fish

THE OREGONIAN, SUNDAY, AUGUST 26, 1956

## Regatta Board Mulls Plan As Date for Start Nears

Astoria's 36th Regatta, just 7 days away from the annual celebration, sputtered only briefly Wednesday night as directors met at Pier 3 at the port docks to iron out final kinks in celebration plans.

Chief cause of the temporary stall was whether or not to continue a faltering Barrel Race. The race has lagged behind other Regatta activities in interest and has not seemed to justify itself from an expenditure standpoint, according to John H. Nellor, president of the board of directors.

Barrel Race planners Jean Hallaux and Kent Freeman expressed confidence that the race could be a success, equal to its success of last year. The board agreed, after a long discussion, to continue the race despite the disappointment over the apparent lack of public interest.

### Plans Progress

Meanwhile, other Regatta plans progressed without a hitch. Details of the program have been completed and it will be published in the near future. The program is jammed with special events throughout the four days.

Regatta headquarters also reported that many answers to commissions, including acceptances, had begun pouring into the office indicating that out-of-town attendance might reach an all-time high.

Workers at the Port Docks site of the celebration reported that much of the decoration work has been completed. The ceiling decorations are in and the final work on the stage is expected to get underway today.

Street decorations have also been installed.

In other action the board heard reports which indicated that the Oregon Fish Festival, which is chairmaned by Dr. E. W. Harvey, was about set to go. Booth for exhibits are to be put in this week and the pit for the big fish-fry is expected to be completed this week.

### Parade Saturday

The Grand Regatta Parade, which is set for Saturday, September 1, is slated to be 'almost as big as last year's Sesquicentennial Parade, according to Tony

Naimo, parade chairman.

Naimo said that almost as many units had been signed for the parade as last year and that many of the crowd-pleasers of last year's parade will be on hand. It was estimated that some 20,000 persons viewed last year's parade.

More than 1,000 persons, enough to comprise the populations of many small towns, will begin the march down the parade line of march at 3 p. m. The parade will extend from the 4-H Fairgrounds to the Port Docks. It will be followed by a band show and the presentation of awards.

Regatta button sales have been lagging behind schedule, and the board stepped up sales efforts.

"Astoria's Regatta this year is truly a unique celebration. It has attracted attention throughout the Pacific northwest through the size of the Grand Parade and through the interest shown by the fishing industry in the Fish Festival of Dr. E. W. Harvey," President Nellor said.

"But without community support and cooperation it cannot be expected to be a success." Every Astorian should consider it his duty to buy and wear a Regatta button," he said.

## Fish Cookery To Be Taught At Regatta

Those interested in the intricacies and joys of fish cookery are invited by the Regatta association to sit in on a series of demonstrations during the coming Regatta celebration.

Miss Dorothy Sherrill and Miss Zelma Riegle, consumer marketing specialists from Oregon State college's home extension service, will conduct the demonstrations Friday at 2 p. m., 3 p. m. and 4 p. m., and on Saturday at 10 a. m., 11 a. m., 1 p. m. and 2 p. m. The classes, to cover basic cookery of all kinds of seafoods familiar to these waters, will be set up in a separate little auditorium, with fully equipped kitchen in a corner of the Regatta pavilion at pier three.

Beside the instructions on basic cooking of seafood, the demonstrations will include pointers on how to look for top quality and freshness in buying fish and different processes and ways to cooking.

Your Invitation to the 36th Annual  
**ASTORIA REGATTA**  
AND  
**OREGON FISHERIES FESTIVAL**  
August 30 - 31 September 1 - 2  
**ASTORIA, OREGON**

MARINE SHOWS, MARINE EXHIBITS, SAILING EVENTS  
FISH DISPLAYS, COOKING DEMONSTRATIONS, PARADES  
FREE FISH FEEDS, SPORT EVENTS, DANCES  
WATER AND LAND RACES

Visit the Famous Pirates Den — Watch the Exciting Barrel Race — See the Museum of Northwest Fish & Shell Fish — Displays of Northwest Fish Products.



# Navy Veteran Is Parade Marshall



**CAPTAIN T. W. DAVISON**

A Navy career man whose military career spans two wars and 27 years of service to his country will act as Grand Marshall for the 36th annual Astoria Regatta Grand Parade, Tony Naimo, parade chairman announced today.

Captain T. W. Davison, commanding officer of Tongue Point Naval Station, has accepted the invitation to serve in that capacity, Naimo said.

Captain Davison, whose brilliant naval career began with his graduation from Annapolis in 1929, has a distinguished record as a commander of US navy forces and stations both at sea and on land, both at war and at peace.

## Decorations Many

He has been decorated with some of the highest honors of naval tradition during his long career. He holds the coveted Navy Cross, Silver Star medal, Bronze Star medal, Combat V, and the Army Distinguished Unit Badge. His campaign ribbon bars cover a wide range of American military activities.

Captain Davison wears the Asiatic-Pacific campaign ribbon with five battle stars, the Occupation ribbon, United Nations ribbon and the Korean Service ribbon, among many others.

Distinguished service both during and after wartime dot Captain Davison's record. At the outset of World War II he was in Manila Bay in command of a fleet minesweeper, USS Finch. The ship sank and Captain Davison was ordered out of Corregidor to rendezvous on a passing submarine by small boat at sea two days before Corregidor fell. This exciting feat was similar to the withdrawal of General Douglas MacArthur from the Philippines at about the same time.

Since 1929 Captain Davison has

served a variety of commands, including three sea command in wartime.

## Commands Varied

He has served as Commander Mine Squadron 15, Pacific; Commanding officer USS Diphda, (AKA-59) Pacific; Fleet Operations Division; Chief of Naval Operations, Washington, D. C.; Chief Staff Officer, fleet training group, San Diego; Commander Fleet Training Group, San Diego; Commanding Officer, USS Piedmont (AD-17); Pacific Inspector Naval Material, Chicago; Supervising Inspector of Naval Material, central district, and his present duty as commanding officer, US Naval Station, Tongue Point.

Captain Davison is married and is the father of a daughter, 12-year-old Susan.

He will review the parade from the reviewing stand along with Governor Elmo Smith and other dignitaries as part of his duties as Grand Marshall of the Grand Parade.

# Admirals Get Orders for Monday Luncheon Kick-Off

Admirals from all of Regatta-land are called to duty Monday to kick-off the 36th annual Astoria Regatta at a no-host luncheon at the John Jacob Astor hotel, John H. Nellor, association president announced today.

Seadogs and sidewalk sailors, all of them united in a new 'parchment' command, are ordered to report at the luncheon in uniform and, 'to remain in uniform' throughout the week, Nellor says.

Regatta planners have mapped an hour of entertainment for luncheon guests, according to Dr. John Hickman, who is master of ceremonies for the event. The long story of the Regatta has been told many times and Monday is 'a day to relax,' he states.

However, Regatta officials, from the President through other top Regatta hands are slated to say a few words to the luncheon guests. Highlight of the program will be the appearance of the five princesses of the royal Regatta court. It will be their last official public appearance before the Regatta gets underway on Thursday.

One of the five, Reta Clark, Sheryl Baker, Judy Palmberg, Jeanette Kempf and Jackie Poell, will be crowned in the special coronation ceremonies at the Port Docks.

Mrs. Robert Larson, court chaperone, will also attend the session.

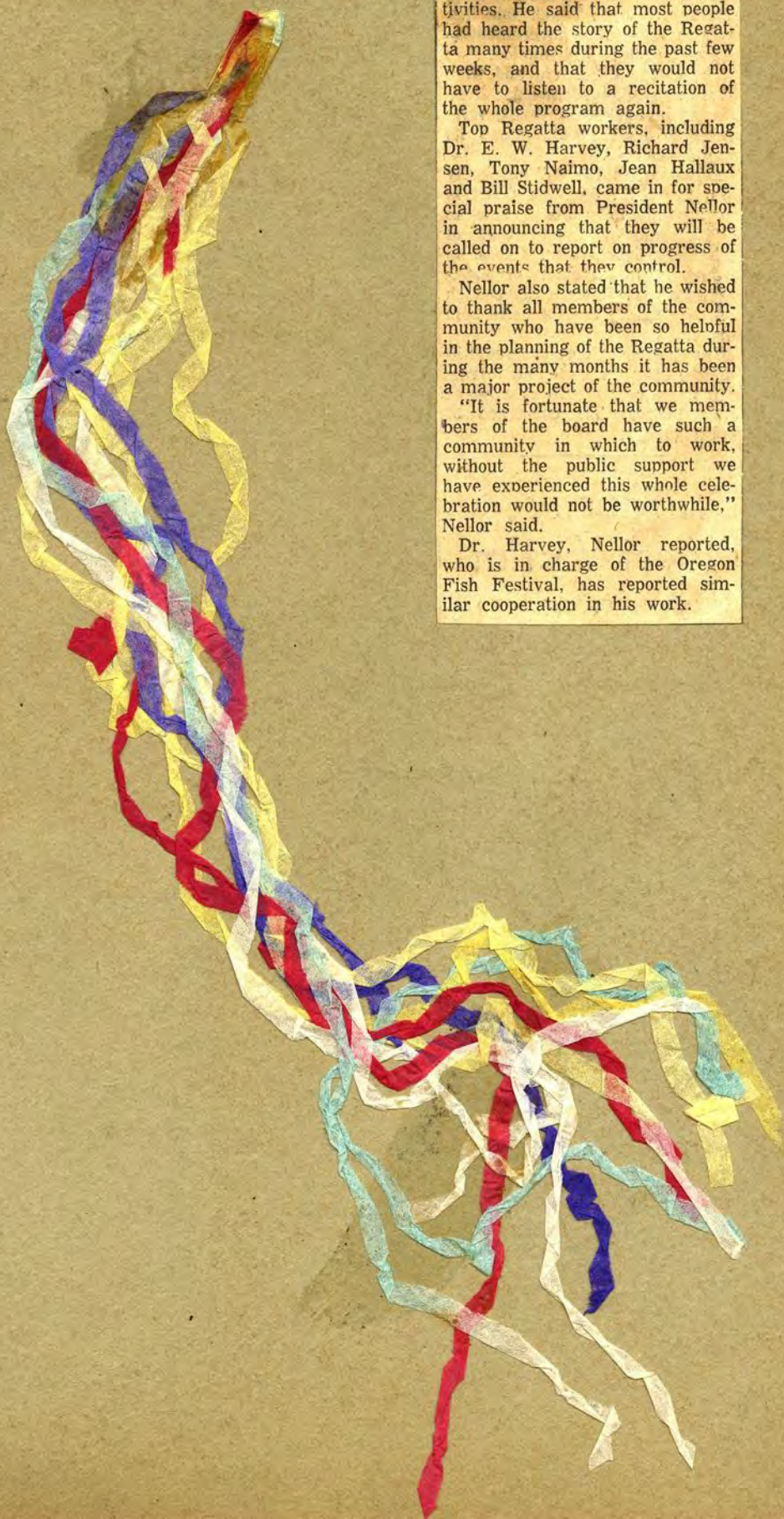
Nellor said the luncheon is slated to be a roundup of Regatta activities. He said that most people had heard the story of the Regatta many times during the past few weeks, and that they would not have to listen to a recitation of the whole program again.

Top Regatta workers, including Dr. E. W. Harvey, Richard Jensen, Tony Naimo, Jean Hallaux and Bill Stidwell, came in for special praise from President Nellor in announcing that they will be called on to report on progress of the events that they control.

Nellor also stated that he wished to thank all members of the community who have been so helpful in the planning of the Regatta during the many months it has been a major project of the community.

"It is fortunate that we members of the board have such a community in which to work, without the public support we have experienced this whole celebration would not be worthwhile," Nellor said.

Dr. Harvey, Nellor reported, who is in charge of the Oregon Fish Festival, has reported similar cooperation in his work.





# "Huuuuup, One, Two, Three!"

## Regatta Revels

Tensions mount for Regatta planners as the deadline nears for the start of the 36th annual celebration, but they can hardly be blamed for one mishap at the Port docks—a power failure. In the midst of a Monday night work-party meeting the power failed. But never-say-die Regatta hands drove cars into the pier and painted by the light of automobiles.

Final decorating was the keynote at the Port Docks on Monday night. The stage roughing work was completed and painting and polishing and cleaning which seems endless were the main jobs.

New button salesmen were scheduled to take to the streets today as the campaign for button sales was picked up. Regatta officials pointed out that the button entitles the purchaser to at least \$6 worth of free admissions. It is not simply a booster button, but an admission button.

Downtown merchants are really getting into the swing of things Regatta-wise. Most of them will shut down during the Saturday afternoon parade, at 3 p. m. Parade time is 3 p. m. Indications were that the merchants would re-open their stores after the parade around 4:30 p. m.

Luncheon reservations for the Queen's luncheon on Friday have really begun to pour in, according to Anchor club planners. The wife of Rufus Holman, former United States senator, was one of those kind enough to send along a request for reservation.

Admiral John L. Farley, director of the national Fish and Wildlife service, will be in town a day before the Regatta starts. He arrives Wednesday afternoon. The admiral will be greeted on arrival by city officials and Regatta and Fish Festival officials. He will not arrive "officially" until Thursday when he comes down river from Tongue Point for debarkation at Pier 3 at the Port docks.



The Anchor drill team has practiced its marching routines into a well-polished smooth operating unit these past evenings. They are ready, in smart uniforms, to be worthy escorts to Astoria's Regatta Queen and her court of princesses at Thursday night's coronation ceremonies at the Regatta pavilion, port docks.

(Nolan Photo)

John H. Nellor, president of the association, and Dr. E. W. Harvey, director of the Fish Festival, have both urged all admirals to be on hand at the arrival of the Admiral on Thursday. They pointed out that the director was probably the highest official in this country connected with fish affairs and it would be fitting if a town whose economy is based on fish to give him a grand welcome. Exact time admirals are to be at the pier waiting for Farley will be announced at a later time.

More letters from admirals throughout the state and northwest continue to pour in. Among them, O. W. Campbell, city manager, San Diego, Lt. General Robert N. Young, commanding officer, Sixth Army, Ray C. Anderson, published of the La Grande Evening Observer, Hy B. Nudelman, Portland, and William Healy, Salem.

One feature of the mineral display, to be held during the Regatta on Commercial street a few doors east of the First National Bank, of special interest to amateur photographers as well as the general public, will be the hourly showing of colored slides.

The slides were taken by Thomas Bones of Vancouver, Wash., a professional photographer as well as "rock hound". The films, covering such things as seeds, fruits and nuts over 120 million years old as well as minerals and gemstones are pictures of pure artistry.

Bones has traveled over the world to select his subjects. Some pictures were taken in museums, some in their natural surroundings. Some were photographed right here in Astoria; while others were snapped as far away as the Baltic. Many of the subjects, such as ants and insects caught in an 80 million year old amber (a fossilized pitch), are magnified over two hundred times, with the insects appearing so natural one can almost see them move.

The Trail's End Gem and Mineral club, sponsors of the mineral display, will have members on hand to narrate the films which they plan to show every hour on the hour.

The world famed Herrons brothers, who were both championship birlers, will again appear at the Regatta. This time they appear for two performances, both on Saturday and on Sunday. They are expected to arrive here early Saturday morning. But the unusual thing about the appearance is something unknown to the Regatta board in previous planning. Eddie Herron in answering noted that that "this is quite an occasion for me." He said that it was just 20 years ago this month that he first rolled logs in Astoria.

## Regatta Planners



Members of the Anchor club decoration and seating committees are pictured above, pausing at the moment, as they work out decoration details for the coronation ceremonies at the 36th annual Astoria Regatta. Pictured left to right, Mrs. Eldred Mittet, Jackie Josephson, Mrs. Al Davis, Maradee Davis, Mrs. Bill Leahy, and second row, Mrs. Charles Gustafson, Mrs. Vernon Mogenson, general chairman of the coronation activities for the Anchor club, and third row, Mrs. George Oja and Mrs. George Jacobs.



# Regatta-Fish Festival Ready For Big Opening

## 'Kids' Day Events Set For Friday

"Kids" will get their share of Regatta-Fish Festival fun, but highlight for most will be the annual Kiwanis "Kiddies Parade," which this year promises to be as full of surprises as ever, according to Dick Aho, general chairman.

Youngsters from crib-size to king-size, with a 14 year old age limit, are invited to participate in the parade, Aho says and each participant will get a prize and a chance to contend for anyone of several bigger awards.

Parade date this year is Friday, August 31, and the parade is scheduled to start at 10 a. m. at 7th and Duane streets. Parade participants are asked to report to the parade marshalling area at 9:30 a. m.

Grand marshal for the parade is George Hauer. He will be assisted by the motorcycle club which is to be the lead unit in the parade. The Blu-C roller rink caliope will also be seen along the parade route.

Line of march for the parade is east on Commercial street to Gyro Field where a series of sports events are planned. Cash Awards will be given both boys and girls for first, second and third places in each divisions. In addition a sweepstakes prize will be given to the overall champion boy and girl.

First prize is \$3, second \$2, and third \$1. The divisions are bicycle divisions, wagons, scooters, doll or baby buggies, decorated pets and at category to cover miscellaneous entrants. Sweepstakes winners in each division will receive a prize of \$5.

Parade chairman Aho pointed out that each entrant will be given a ribbon at the start of the parade and that the ribbon will be redeemable in a prize at Gyro field.

The only way an entrant can win a prize is to finish the parade.

Crazy costumes and parade fun is order of the day, according to Aho. Past parades have provided lots of surprises and this one should be no exception, he asserts.

Parade committee helpers are Don Patten, Harold Johnson, Guy Blisset, Harry Hiatt, James Taylor, Terry Barnes, Clarence Short, Mark Haynes, Art Sandstrom, Ed Utzinger and George Hauer.

## Tuesday Fish Leads Derby

ILWACO (Special)—Fish caught Tuesday took the lead in both Washington shore salmon derbies according to Frank Plumb, weighmaster at the Chinook station.

Taking the lead in the Elks derby was 14-year-old John Paust, Seattle with a salmon weighing 44 pounds 4 ounces. Paust's fish brought him \$100 daily prize money and put him in the lead for the \$1000 grand prize.

C. E. Rice, Portland did the same thing in the Chinook event with a fish weighing 43 pounds 10½ ounces. Rice was also registered in the Elks contest and came in for second money there.

Rosemary Ishida with a salmon weighing 40 pounds 2 ounces not only placed second in the Chinook derby but also took the lead for the ladies grand prize and trophy.

Weighmaster Plumb reported that nearly all fish taken yesterday ran larger than those taken in the earlier part of the contest.

Most of the fish caught Tuesday were landed at Ilwaco due to the fact that they were caught nearer the mouth of the river near buoy 12. Also the fact that about 100 camps are located in the old Ilwaco baseball park may account for the increase in the number of Ilwaco landings.

## Adage Sticks

GRAND RAPIDS, Mich. (UP)—From now on Mona Comden, 20, will stick to the "old maids' adage of looking under her bed and searching the closets before she goes to sleep. Mona heard a strange noise the other night and got out of bed to investigate. She landed on an intruder trying to crawl from under the bed. The man dived through a window and escaped.

## Decision Kayos

NEW ORLEANS (UP)—Newly crowned world's lightweight champion Joe Brown was kayoed by a judge's decision Tuesday when he was fined \$35 for speeding.

## ASTORIA REGATTA OREGON FISH FESTIVAL

Continuous—August 30—September 2

All events will be at Pier No. 3 of Port Docks unless otherwise stated.

Pier No. 3 open from—

Thursday—7 p. m. to 12:00.

Friday—12 noon to 12:00.

Saturday—8:30 a. m. to 1:00.

Sunday—11 a. m. to 5 p. m.

Boat inspections—West Mooring Basin, A. H. Mather and A. L. Anderson.

Boat excursions—West Mooring Basin, A. H. Mather and A. L. Anderson.

Movies of Fisheries—Fish Commission of Oregon, Fish and Wildlife Service, White Star Canning Co.

Cannery tours—All in area, John S. McGowan.

Youngster's Activity Center—Pacific Tel. & Tel. Co.

Gem and Mineral Exhibition—A few doors east of 1st National Bank on Commercial street.

Lapidary equipment and gold mining methods—Trail's End Gem and Mineral Club.

U. S. Naval Vessel: U.S.S. Koiner, Radar Picket Escort Destroyer, Port Docks.

Open House:

U. S. Naval Station, Tongue Point, Astoria, Sept. 1, 9-12 only.

U. S. Coast Guard Station, Tongue Point, Astoria.

U. S. Coast Guard Station, Point Adams, Hammond, Ore.

Clatsop County Historical Society, 8th and Duane, Astoria.

Astoria Yacht Club, 1555 W. Marine Dr., Astoria.

Astoria Marine Construction Co., Lewis and Clark District, Astoria.

Pacific Telephone and Telegraph Co., 1139 Exchange St., Astoria, Thursday and Friday: 8:30-11:00 a. m., 1:30-4:00 p. m.

Pillsbury Flour Mill, Port Docks, Astoria.

Astoria Plywood Corp., 24th and Franklin, Astoria.

O.S.C. Seafoods Laboratory, 1236 W. Marine Dr., Astoria.

## Story of Fisheries in Pier No. 3

Museum of all Northwest Fish and Shellfish, Sponsorship Fish Commission of Oregon.

Kinds of Gear, Sponsorship Fish Commission of Oregon.

Methods of Catch, Sponsorship Fish Commission of Oregon.

Technology in Marine Products, Sponsorship O.S.C. Seafoods Laboratory.

All Food Products Derived, Sponsorship Fish and Wildlife Service.

Cooking Demonstrations, Sponsorship O.S.C. Extension Service.

Commercial Fisheries Displays, Sponsorship Themselves.

Allied Industry Displays, Sponsorship Themselves.

Allied Industry Displays, Sponsorship R. L. Graves, H. Griffin, E. Orwick.

## August 30—Thursday

3:30—Greeting of "Admiral of Fleet" by a flotilla of all types of boats.

Flotilla will leave Pier No. 3 to meet Admiral Farley coming down river to disembark at Pier No. 3—Knappton Dock.

Coordinator: Rotary Club, R. C. Anderson, F. L. Wright, Geo. Fulton.

4:00—Admiral's inspection of boats, skippers, and crews. Admiral's inspection of Rear Admirals.

8:00—Formal opening of Astoria Regatta and Oregon Fisheries Festival.

Coronation Program.

Anchor Club—Mrs. V. L. Mogenson.

9:00—Opening of Pirate's Den, Wm. F. Stidwell, J.C.C., Jay Cettes, Astoria Athletic Association.

9:00—Fishermen's Frolic—E. J. McNally.

Door prizes by button number.

## Celebration Starts With Arrival of John L. Farley

Seadogs and sidewalk sailors, along with the men who fish the river and the sea from throughout the Sunset Empire were set to cast aside their troubles today and get ready for the Thursday afternoon start of the 36th annual Astoria Regatta and the 1st Oregon Fish Festival and four days of fun and frivolity.

Top hands of the combined celebration pronounced everything in readiness today as deadline for the official start neared. President John H. Nellor, of the Regatta association, also today called on all admirals to report for duty at the Port Docks, pier 3, at 2:30 Thursday afternoon for the official welcoming of Admiral John L. Farley, director of the national fish and wildlife service.

Admiral Farley, however, was scheduled to arrive in Astoria at a late hour this afternoon. He is to be greeted by city and county officials and members of the board of directors of the Regatta association.

From all along the Regatta and Fish Festival front activities were pronounced, "ready to go" by President Nellor. He said division chairman at a Wednesday huddle were optimistic about the celebration.

Dr. E. W. Harvey, who is in charge of the Oregon Fish Festival, said that his end of the activities are virtually completed.



Dr. Harvey, in addition to serving as Fish Festival head, organized the program for the Regatta this year.

Parade chairman Tony Naimo said his activities were all set to go, as well. Naimo is also floor manager for the huge Regatta pavillion. He asserts few people will recognize the converted pier since it has been extensively decorated.

## Escort Ship To Attend 36th Regatta

SEATTLE.—The USS Koiner, a destroyer escort radar ship, will arrive at Astoria on August 30 for participation in the 36th annual Regatta and Oregon Fisheries Festival.

General visiting hours for the public will be held from the 30th through September 1. The Koiner will return to Seattle the following day.

The Destroyer was placed in commission in December, 1943, and named for Lt. (jg) James Duval Koiner, USNR, who was killed in action during the Battle of Guadalcanal in November, 1942.

The Koiner participated in escort duty with the Atlantic and Pacific fleets in 1944. After the Japanese surrender in 1945, the Koiner escorted a convoy from Leyte to Okinawa, and then was assigned to occupation duty in Asiatic waters as a unit of the Seventh Fleet.

Inactivated in March, 1947, the Koiner remained in reserve until August, 1955.

Reporting for duty with Escort squadron five in the Continental Air Defense System, the Koiner currently patrols an assigned sector of the Pacific Ocean and maintains surveillance of all aircraft flying within the area of her radar capabilities.

This naval mission of the Continental Air Defense System provides early warning of any aircraft approaching the United States. In addition to the primary mission of air surveillance, the Koiner provides weather information for the military and civilian weather bureaus in the Pacific Northwest.

The Koiner's captain is Lt. Comdr. V. W. Tracy, USN.

City and Regatta officials in Astoria today said that the Koiner was expected to arrive at Pier 3 at 11 a. m.

The Koiner will be met by the mayor, city manager, chamber of commerce manager, Regatta association president and other city officials.

The ship will hold open house during the entire Regatta.

## Bank Debits Trend Down

UNIVERSITY OF OREGON, Eugene (Special)—Bank debits in the north Oregon coast area, including Astoria, showed a 6.9 per cent decrease from June to July and a .07 per cent increase over July of a year ago.

The debits are collected monthly from 152 Oregon banks by the bureau of business research at the University of Oregon. The bank debits represent the dollar value of checks drawn against the deposit accounts of individuals and business firms. Debits are regarded as good indicators of current business activity.

Totals for the state for July were \$1,618,592,157, an increase of 10.3 per cent over June and an 8.1 per cent increase over July, 1955.

## Boats, Admirals Sought Thursday

At least a dozen commercial fishing boats are being sought by the Astoria Regatta association to participate in the arrival Thursday of Admiral John L. Farley.

Floyd Wright, chairman of the commercial fish boat division of the welcoming flotilla, said today that a few boats had indicated they will participate, but that more are needed.

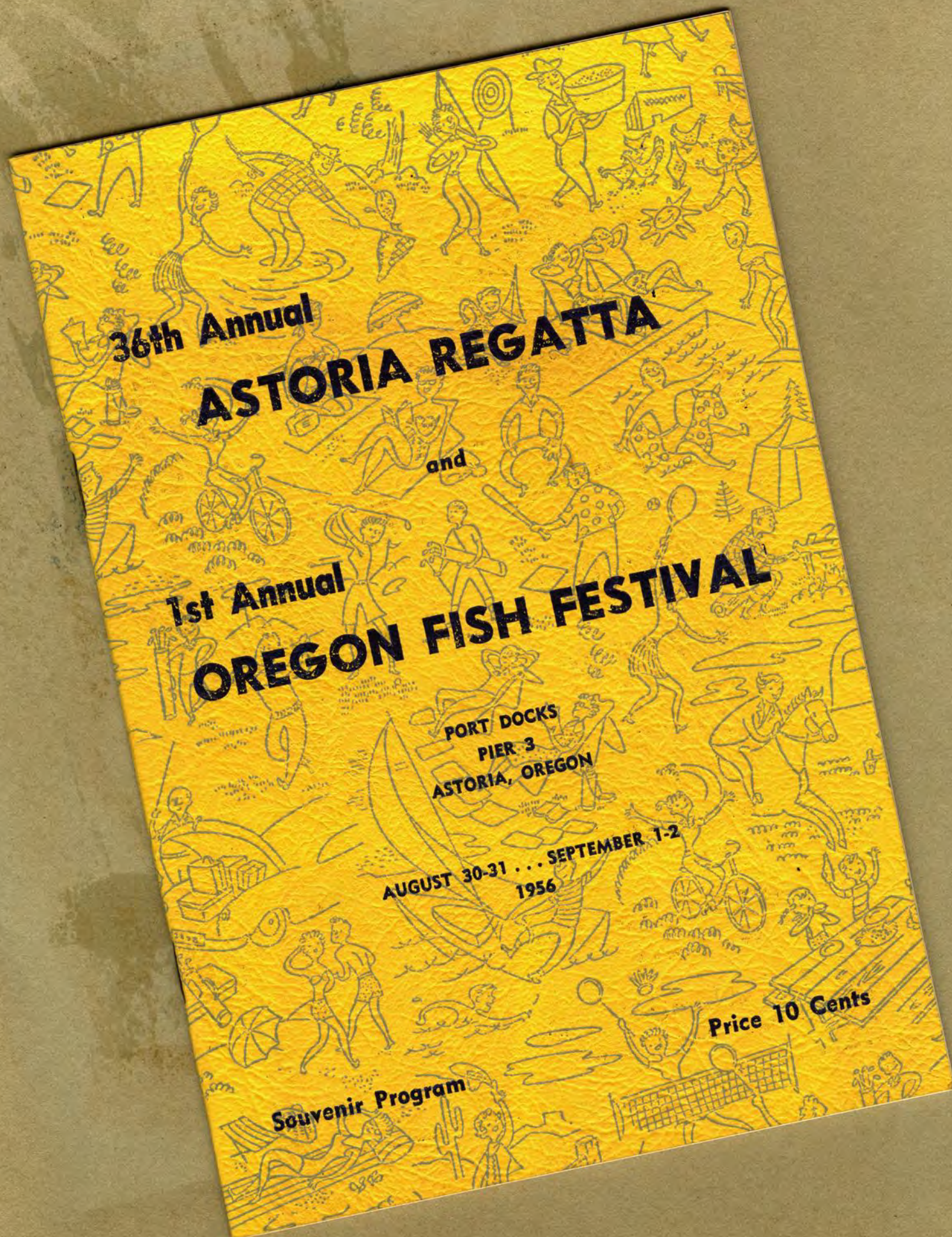
Gillnetters, trollers and trawlers, who are planning to be in port at 2 p. m. Thursday can take part in the parade by assembling at the Knappton berth at Pier 3, he said.

The commercial boats will join pleasure craft in a parade of the Astoria waterfront to the east end of town where they will rendezvous with the admiral's boat and escort the flagship back to the east end mooring basin.

Local vice-admirals are also being urged by the regatta group to be on hand at the Knappton dock to take part in the official greeting of the admiral.



# Celebration Fever Up While Curtain Is Raised





## Program Lists Many Events For Astoria Area Teenagers

Astoria area teenagers weren't neglected when Regatta planners mapped activities of the 36th annual Regatta—at least a check of the four-day schedule indicates that it is chock-full of events tailor-made for teenagers.

Tonight at nine o'clock, after seeing the crowning of the queen, a Fisherman's Frolic, strictly for the teenage 'cats' and their 'chicks', where they can rock and roll to the familiar strains of music by the Four Tones will be sponsored by the Regatta association, under the direction of E. J. McNally.

The second Fisherman's Frolic will be held at Pier 3 at 8 p. m. on Friday night. Saturday evening will give the high-schoolers a chance to dress up for the semi-formal "Queen's Ball" which is slated for 9 p. m. at the Pier with the announcement of the barrel race winners at intermission.

Already a large number of the high school set have gotten their dates for these dances. All young people of high school or college age are welcome and most of them are buying the economical booster buttons which admit them to all activities.

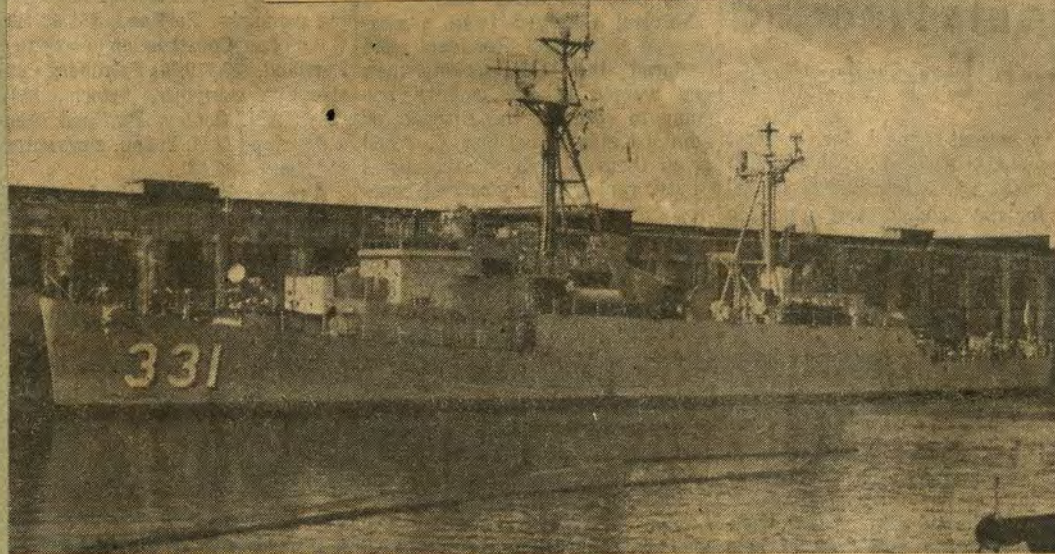
But dances aren't the only events which will interest the teenagers. They may see the coronation at 8 p. m. Friday, the cooking demonstration at 2 Friday, the Aquatic sports events between piers 2 and 3 featuring the Nehalem Water Dogs, the Sea Scouts and a log rolling contest at 10 a. m. Saturday. Young cooks will probably be entering their favorite dishes in the "Savory Seafoods Search" from 9 a. m. to 1 p. m. on Saturday. The big land parade is set for Saturday after-

noon at 3, and the band and drill exhibitions for 7:30 at which time the parade awards will be made. Sunday there will be a Marine Parade at 9 to the east end mooring basin, where, starting at 9:30, there will be gillnet races, tug pulling contests, drag net setting, a troller exhibition, gillnet setting and log rolling. The young folk will be able to eat their fill of the free meal of oyster stew, oven sauted perch and barbecued salmon at 12 at the port docks. And, at 2:30 sail boat races will be held on the river.

The annual Kiwanis sponsored Kiddies Parade will be held Friday morning.



## Picket Boat Arrives



The USS Koiner, a Navy Picket escort ship, arrived in Astoria today to join in the celebration of the 36th Annual Regatta and the 1st Oregon Fish Festival. It docked at Pier 3, site of the Regatta activities, where it will be moored

throughout the celebration, early this morning. It will hold open house during the week. The ship's crew will be guests of the Regatta at a Fishermen's Frolic dance to be held at the Regatta Pavilion. (A-B Photo)

## Topsy-Turvy Town Ready For Events

This Columbia river town was topsy-turvy today as Regatta-Fish Festival activity gripped the area and combined with throngs of sports fishermen in the area to jam nearly every motel, hotel and eating place in the city.

Regatta fever, which get a big impetus with the arrival of John K. Farley, and his inspection of the fishing flotilla at 3:30 this afternoon, was scheduled to reach even a higher pitch tonight as for 31st time Astoria would choose a Queen.

At 8 p. m. at pier 3 at the Port Docks one of five princesses will don the purple rainments of the queenship and with a wave of her sceptre transform this fishing center into a royal kingdom of admirals and princesses.

Scheduled to appear and seek favor from the throng of admirers are princesses Reta Clark, Jackie Poell, Jeanette Kempf, Judy Palmberg and Sheryl Baker. One of the five will be named by a battery of secret judges. The princesses have spent a busy summer of travel for the Regatta association. Sharing the spotlight with them will be Mrs. Robert Larson, who has chaperoned them throughout a hectic summer.

Tonight's activities as well culminate some busy weeks for Anchor club members who have been working for many months to perfect the coronation activities. Headed by Mrs. Marge Smith, skipper, and Mrs. Jean Mogenson, general chairman of Anchor Regatta activities, they have shaped a program, which like most Regatta activities this year, is in keeping with the new ideas which dot the Regatta

program.

The Astoria high school band, directed by Ted Marshall, and the Fisherettes, headed by President Carol Peterson, are also featured on the program.

The traditional Chessman Flag, which has been used at all Astoria Regattas since the war, will be used again tonight. It, along with the admiral's flag, will be hoisted by a color guard from the Coast Guard.

Also slated for coronation participation are Dan Hall, Janet Jalbert and Leon Ericson. Harry Swanson is master of ceremonies. Escorts for the princesses are Alfred Olson, Keith Korpela, John Hiestand, Tom Wells, and Neil Morfitt.

Crown bearer is Larry Daniels and flower girls are Julie Doane and Christine Timmen. Pages are Steven Larson and Mark Wuonila.

Today's activities launch four full days of Regatta festivities that will see the inauguration of the 1st annual Oregon Fish Festival. Conceived by Dr. E. W. Harvey, the festival is designed as a salute to the fishing industry.

It features a cooking contest on Saturday, a gigantic marine parade on Sunday, cooking demonstrations, fish industry exhibits and then on Sunday, a free fish fry for a crowd that is expected to reach 5000. Dr. Harvey said at mid-morning today that his end of the celebration was "ready to go."

Two other parades are on the Regatta agenda. The Kiwanis Kiddies Parade is slated for Friday morning and the Grand Regatta Parade is slated for Saturday at 3 p. m.

This year's parade, which is pronounced just as good as last year's by Tony Naimo, parade chairman, will reverse the line of march and go from 4-H fairgrounds to the Port Docks.

Pier 3 was pronounced ready for the show today as well, by John H. Nellor, association president. He said that decorations were completed and that the interior of the pavilion would hold "lots of surprises."

Coronation time is 8 p. m.



# 36th Regatta Crowns



JUDY PALMBERG

Thursday, August 30, 1956



RETA CLARK



JEANETTE KEMPF



**31st Queen Tonight At 8**



**SHERYL BAKER**

**JACKIE POELL**











luck  
ding  
If you like it—good!  
Kinda hoped you would  
Ordina Larson





## Portrait of a Royal Family



Just before the judges went behind closed doors to determine who would be the 1956 Regatta Queen, the court of five beautiful princess grouped around their admiral, John L. Farley, Washington,

D. C., in the excitement of last night's coronation ceremony. From left, Princesses Sheryl Baker, Jeanette Kempf, Jackie Poell, Admiral Farley, Reta Clark and Judy Palmberg, (A-B Photo)









# Queen Judy Crowned





# Ruler OF 36th Regatta







A Queen Is Crowned



QUEEN JUDY PALMBERG



# Five Judges Name Newest Royal Queen

By PHILIPPA SEABROOK  
A-B Social Editor

A brunette beauty with smiling eyes and rosy cheeks, Queen Judy Palmberg, raised her royal scepter on high and declared the 1956 Astoria Regatta and Fish Festival was officially opened across the length and breadth of her kingdom last night in the mammoth but crowded Regatta pavilion, pier three of the port docks.

Before Queen Judy I signalled the start of the 36th annual celebration and became the 31st Queen of Regatta-land Admiral John L. Farley received the flag of his office and was officially received as Regatta admiral. William Holmstrom, past president, and Wesley Shaner, Jr., past president, conducted him to the stage in impressive opening ceremonies. Admiral Farley then ordered Shaner to hoist the Admiral's flag which Holm-

strom had presented him on behalf of Major-General William F. Dean, last year's admiral. The party then retired to seats on the floor to witness the Queen selection.

The lovely daughter of the Herbert Palmbergs was selected by a secret panel of five judges during the pre-coronation ceremonies in the banner-decked Regatta pavilion for this year's queen, from a court of five of the prettiest princesses that ever graced a court anywhere.

## Famed Ancestor

Queen Judy, a graduate of Astoria high school, is incidentally and quite appropriately, a descendant of one of Astoria's earliest fur traders, a doughty Scotman, one Malcom McKay. This, of course, the judges didn't know. But it's fitting and pro-perrrrrr, as Malcom would have said.

Queen Judy knelt to receive the shining diadem of Regatta land from Regatta Admiral John L. Farley, following the decision of the judges, who, including John Nellor, Regatta president, and all his assisting admirals, had the toughest job of the Regatta—that of picking a queen from the five pretty princesses. Sheryl Baker, Jackie Poell, Jeanette Kempf, Reta Clark and Judy.

From last year's stately and gorgeous queen, Sue Sandoz, Queen Judy in her royal robes accepted a bouquet of illusion pink roses, from Astoria's mayor, Peter Cosovich, she received the royal scepter, making her ruler of Regatta land of 1956.

## Overflow Crowd

The evening's ceremony, before a crowd that overflowed the pavillion seats to eight rows of standing room only, went along like the well-organized program it was.

Sparked by the leadership of master-of-ceremonies, Harry Swanson, the evening's festivities started out with a boom from the Astoria high school band, led by Ted Marshall, which entertained with preludes, in-between numbers, background music and the snappy military tunes to the marching units, including the well-rehearsed formations of the Anchor drill team, official escorts to the royal court, the flying squadron of uniformed rear admirals and a colorful drill by the Astoria high school Fisherettes in their purple and gold outfits.

Following the presentation of the colors by the Coast Guard, Dan Hall led the singing of the Star Spangled Banner, and then the court of princesses, in their bouffant white crystalite gowns, carrying crescent bouquets of purple, lavender and orchid chrysanthemums marched in with their escorts.

Each escort introduced his choice as queen in glowing terms, after which each princess made her pretty little speech, prior to retiring for the judges' decision. Princess Sheryl was escorted by Alfred Olson, Princess Reta by Keith Korpela, Princess Jeanette by John Hiestand, Princess Jackie by Neil Morfitt, and Princess Judy by Tom Wells.

## Judging Secret

During intermission, when the

judges were closeted in secrecy, the fever pitch of the crowd was sustained with the snappy marching drill of the Fisherettes, with solos by Janet Jalbert's soprano voice, and by Piano solos by Leon Erickson.

Portland's (and Astoria's) beloved Tommy Luke, traditional Astoria Regatta admiral, took over after the second half of the program, to add to the entertainment, accompanied the admiral on his good will and joviality that has appearances at the Regattas down through the years.

The royal court miniature attendants, introduced by Tommy, were Larry Daniels, crown bearer; Steven Larson and Mark Wuonila, pages; and flower girls Julie Doane and Christine Timmen. Also recognized on the platform were Mrs. Robert Larson, official chap-erone of the Regatta court; and Mrs. Charles Smith, president of the Anchor club.

Mrs. Vern Mogenson was chairman of the queen's coronation; the Mesdames Allen Davis, George Oja, Eldred Mittet, Harold Jacob and Miss Jackie Josephson were responsible for the la-lish stage setting; Mrs. John Cederberg and Mrs. Bob Graves were wardrobe mistresses; Mrs. Charles Gustafson and Mrs. William Leahy had charge of the program; and Job's Daughters, Bethel 58, served as usherettes for the crowd.

The crowd, incidentally, stayed around for the ensuing entertainment, the older ones in the Pirate's Den, the younger ones "dancing in" the Regatta to the music of the four Tones orchestra.



# An Admiral Arrived, A Queen Was Crowned!



High spots in Thursday's opening of the 1956 Astoria Regatta are highlighted in the above candid shots by the Astorian-Budget photographer, Don Church. Showing a portion of the crowd that started filing into the entrance to the mammoth Regatta pavilion at the port docks for the coronation of the queen, followed by a dance and fun at the Pirate's den; the arrival of Admiral John Farley, being welcomed by the Regatta court and escort of admirals; the raising of the colors at the coronation ceremony by the coast guard; the Regatta Admiral escorting his lovely queen off the platform; and, in the circle, a royal kiss for the Queen Farley, after Tommy aboard Capt. Geo. Conway's boat, helped escort Admiral's flag ship in from Tongue Point to pier three; Admiral Farley and his escorts, Wesley Shaner Jr., left, and Bill Holmstrom, bearing admiral's flag, enter pavilion for coronation; Mrs. Robert Larson, Regatta court chap-erone congratulates her lovely queen, Judy Palmberg; and Princess Jeanette Kempf grabs Queen Judy for a happy kiss after the latter was told she was queen, as Princesses Sheryl Baker, left, Jackie Poell and Reta Clark share her thrill. The bottom right picture shows the Anchor escort guard lined up to receive Queen Judy in her royal robes as she was escorted by Admiral Farley from behind the scenes where she was told the judge's decision.





*The Anchors*  
 request the pleasure of your company  
 at a Luncheon  
 Honoring the Regatta Court  
 of the  
 Astoria 1956 Regatta  
 on Friday the thirty-first of August  
 at the John Jacob Astor Hotel

Luncheon \$1.50  
 R.S.V.P.

call 2635-y  
 or 1305-l



Princess Sheryl



## A Queen and Court Came to Lunch



Head table at the Anchor luncheon honoring Queen Judy Palmberg and her court added a royal and glamorous touch to the gathering of more than 200 women. Seated from left, Mrs. John Nellor, wife of the Regatta president; Mrs.

Robert Larson, court chaperone; Princesses Jackie Poell, Reta Clark, Cheryl Baker, Jeanette Kempf, Queen Judy and Mrs. Charles Smith, skipper of the Anchor club, hostesses for the annual event. (A-B Photo)

### Regatta Queen's Luncheon Is Set By Anchor Club

Among the anticipated events of the Regatta social season will be the traditional ladies luncheon honoring the 1956 Regatta royal court. In addition to the queen and her princesses, wives of Regatta notables and civic officials and former Regatta queens will be introduced. Several musical numbers are to be presented.

Friday, August 31, is the date chosen for the luncheon to be held at 12 noon at the John Jacob Astor hotel. The price for the crab louie entree will be \$1.50 and all ladies in the Lower Columbia area are extended an invitation to attend.

The Anchor club committee in charge consists of Mrs. Arthur L. Anderson, Mrs. Robert Reed, Mrs. Victor Malen and Mrs. Roland Peterson. Reservations are now being accepted by calling Mrs. Anderson at 2635-Y, Mrs. Malen at 778-R or Mrs. Peterson at 1305-L.

### 235 Women Have Lunch With Queen

A goodly portion of the feminine subjects of Regatta land, at the traditional invitation of the Anchor club, paid homage to their lovely dark-haired queen, Judy Palmberg, at luncheon Friday at the John Jacob Astor hotel.

More than 200 reservations were sent in for the crab louie lunch, but, with out-of-town guests, several extra tables had to be set up at the last minute to accommodate those others who came to lunch with the queen and her royal court of four pretty princesses.

#### Fishing Decor

Long tables were set with Sally Salmon motifs, colorfully dyed fish nets, sequin trimmed wooden floats and other fishing gear, glamorized for the occasion. At each place was a gaily wrapped gift of canned salmon from one of the west's largest canneries.

Mrs. Arthur Anderson, who with Mrs. Robert Reed was co-chairman of the queen's luncheon, asked Mrs. Charles Smith, Anchor club skipper, to present Queen Judy to her subjects, and, after a gracious little speech, in which she welcomed everyone present to the happy festivities in her kingdom, Queen Judy introduced her princesses, Jeanette Kempf, Reta Clark, Jackie Poell and Sheryl Baker, and their chaperone, Mrs. Robert Larson.

#### VIP's Introduced

Mrs. Smith next recognized Mrs. Peter Cosovich, wife of the mayor; Mrs. John Nellor, wife of the president of the Regatta; Mrs. Ed Harvey, wife of the chairman of the Fish Festival; Miss Astoria (Charlotte Anderson) and her chaperone, Mrs. Wesley Shaner; Mrs. Bertha Jorgensen, Portland, national winner of a baking contest, who is here as a demonstrator for the Savory Seafood Search contest and Helen Evans Brown, Los Angeles, one of the judges for the recipe contest. Miss Dorothy Sherrill and Miss Zelma Riegle, food specialists from OSC's extension department.

Past Regatta queens present were the Mesdames Harry Swanson, John McGowan, Robert Reed, Eugene Lowe and Miss Sue Sandoz, last year's queen.

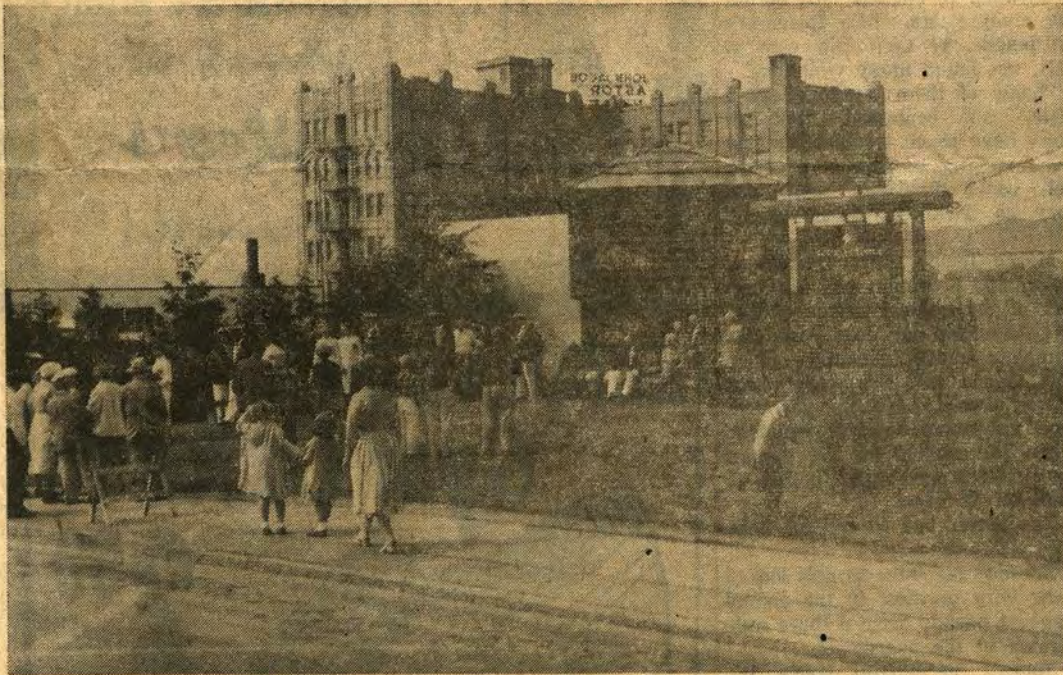
Queen mothers of the royal court were Mrs. Herbert Palmberg, Mrs. John Kempf, Mrs. Mike Poell, Mrs. Henry E. Baker and Mrs. Howard Hughes, also introduced from the floor.

A musical program featured Miss Judith Hansen, accompanied by Miss Marion Hauke, who sang one of the Queen's favorite songs, "Poinciana" and "Some Day"; and a medley of Victor Herbert tunes that women love, played in piano duet by Mrs. Richard Seagren and Miss Jean Macklin.

Mrs. Anderson and Mrs. Reed were assisted in arrangements for the queen's luncheon by Mrs. Roland Peterson and Mrs. Victor Malen.



## Fort Astoria Dedicated



Historic Fort Astoria, partly reconstructed through the efforts of the Clatsop county historical society, the Junior Chamber of Commerce and the Lions club, was dedicated in ceremonies during the 36th annual Astoria Regatta. Pic-

tured above is part of the early crowd to attend the dedication ceremonies. Just one bastion of the Fort was rebuilt. It followed the reconstruction of Fort Clatsop which was a highlight of the Sesquicentennial celebration here last year.





Astoria, Oregon, Saturday, September 1, 1956

# Grand Parade

## Radiant Queen

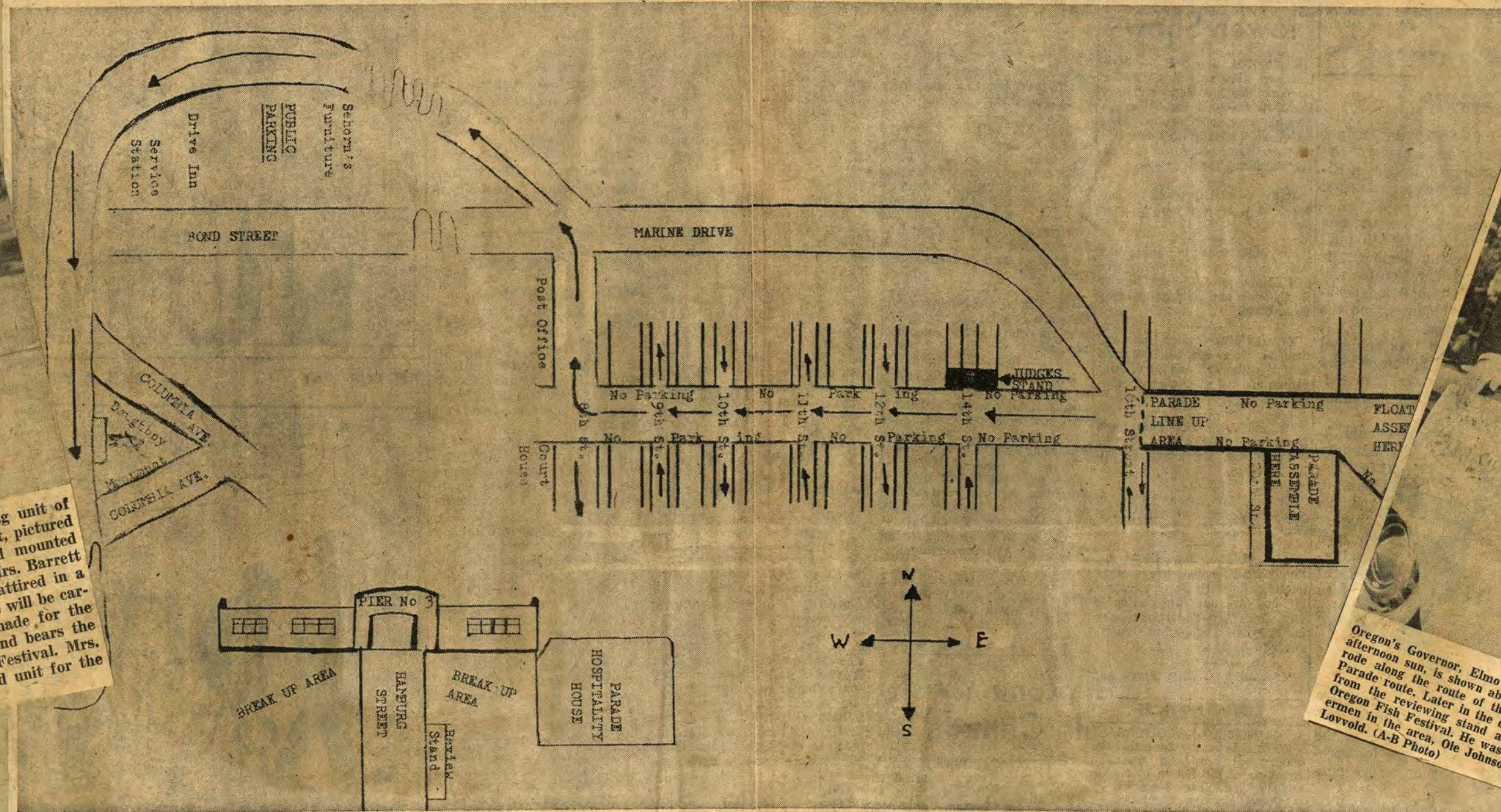


A radiant Queen, Judy I of the 36th annual Astoria Regatta, was a proud monarch as she rode down the line of march of the Saturday Grand Parade. With regal dignity she waved to her cheering subjects throughout the two-mile parade route. During the proclamation of the first Oregon Fish Festival, she joined her court and other dignitaries on the reviewing stand to salute the parade. The parade climaxed a dizzy week, and a dizzy summer, for the five royal court members.





## Route for Saturday's Grand Parade at 3 P. M.

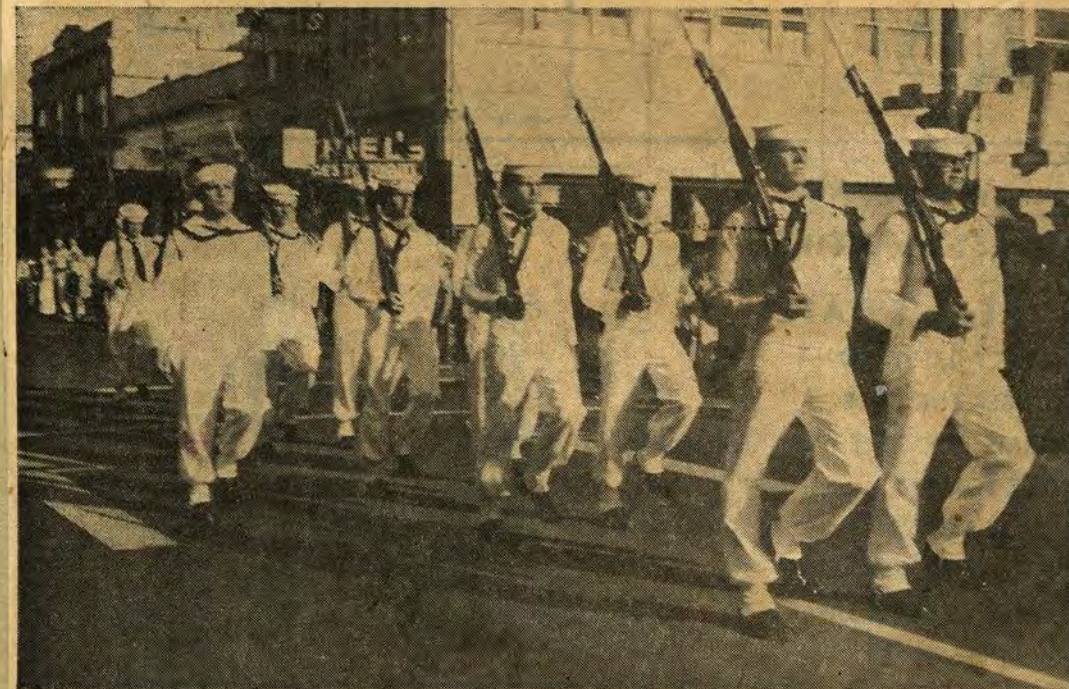


**PARADE LEADER**—Leading the first flag unit of the Grand Parade will be Mrs. Jim Barrett, pictured above, with her horse. Many horses and mounted units are slated to be in the Parade but Mrs. Barrett will have the lead position. She will be attired in a simulated Regatta uniform and the horse will be carrying a serappi which was especially made for the Regatta parade. It is blue and white and bears the words Astoria Regatta, Oregon Fish Festival. Mrs. Barrett was a member of the mounted unit for the Sesquicentennial last year.

## Beaming Governor

Oregon's Governor, Elmo Smith, beaming in the warm Saturday afternoon sun, is shown above with Mayor Peter Cosovich as they rode along the route of the 36th annual Astoria Regatta Grand Parade route. Later in the day the Governor reviewed the parade from the reviewing stand and issued a proclamation of the 1st Oregon Fish Festival. He was introduced by one of the oldest fishermen in the area, Ole Johnson. Johnson was introduced by Hans Lovvold. (A-B Photo)

## Precision Marching



Precision military marching, done with such skill and cleverness to again win a first prize, is captured in the above picture of the Oakland Naval station drill team. The group successfully defended the championship they won last year.

At the band show on Saturday, where they performed again, the group's spokesmen said that the team enjoys coming to Astoria more than any other of the hundreds of places they visit. (A-B Photo)

## Honor Guard on Parade



Resplendent in new uniforms are the members of the civilian guard at Tongue Point Naval Station who were the honor guard for the Astoria Grand Regatta parade. The unit was given the honor place in the parade for the first time this year. It was their initial appearance as a march-

ing unit. Members of the unit, who were invited to participate by parade officials, voted to accept and most of the membership were on hand for the long march down Commercial and West Marine Drive.

(A-B Photo)



# Big Awards Presentation Winds Up Celebration



Top prize winner in the 36th annual Astoria Regatta grand parade was the Jay-C-ette float, pictured above. The float, which was a project that took a lot of time literally walked away with the contest. Miss Astoria, Charlotte Anderson, rode the float which de-

Astoria's 36th annual Regatta and first annual Oregon Fish Festival was history today, but not before it had written some new legends into the annals of Regatta lore.

In four sunblessed days that opened with the coronation of a new Regatta Queen Thursday night and ended with the presentation of the net in ceremonies at Pier 3 Sunday afternoon some old and some new Regatta thrills were presented to some of the largest Regatta crowds ever assembled. Spills, thrills, chills and just plain fun featured the four-day event.

But Regatta officials were happier today about a miraculous feat which saved the life of a gillnet boatman who for 20 or so agonizing minutes was presumed to have drowned following a boat collision during the gillnet boat races Sunday afternoon.

## Goska Rammed

Fred Goska, rammed by a gillnetter behind him, disappeared and Regatta officials on the dock at the east-end mooring basin along with a crowd of horrified spectators looked vainly to see a head bobbing above water. Goska's boat crazily circled without an operator.

The Coast Guard searched the area, coralled the boat, and the Nehalem Water Dogs dove for the presumed victim with no avail. They returned to report that they believed the man was drowned.

Then, as the gillnet race ended, and the winners paraded by, Goska waved to the crowd from the boat of the second place winner. He had been flipped or climbed over the bow of the boat which struck him and had ridden out the race in the craft.

Goska's boat was struck by the

boat operated by Nick Marinovich. Marinovich said his gillnetter hit Goska's just above where he stood at the wheel.

## Sees Goska

"The first thing I saw," he said, "was Goska crawling up over my bow." Goska apparently escaped unhurt from his ordeal. His wife and family were on the dock and shared the agony of the thoughts that he might have drowned.

Sunday at the Port Docks the Regatta officially closed after playing host to what is estimated as 10 to 15,000 persons during the four-days events were held at Pier 3. Not much question existed today among the 'crowd guessers' that the Saturday parade crowd approached, and as one said 'easily', a turnout of 15,000 persons.

More than 2500 persons were fed Sunday during the free fish-fry and awards ceremony at the pier.

Thursday night one of the largest crowds attended the coronation to watch the crowning of Queen Judy Palmberg. Best estimates say that at least 2000 persons witnessed the rites.

But by comparison with the throng that jammed the pier for the early Saturday evening band show and later Queen's Ball, the crowd was not huge. Estimates are that about 3000 were jammed into the pavilion between 7:30 and midnight. The band show, at which time the units that marched in the parade were presented with awards and during which bands and marching groups performed again, seemed to be one of the more popular Regatta events.

Despite the success of the Regatta crowd-wise association officials were reluctant today to pronounce the event a financial suc-

cess. John H. Nellor, association president, said that the group incurred heavier expenses this year in moving to a new sight and in many of the new features added to the program. The extra day as, well he said, added another financial load.

"It is too early to tell what the situation will be financially," Nellor said, but it is possible that we

will meet all of our expenses."

Nellor also thanked the many workers who volunteered services and the many organizations who helped contribute to what he termed, "one of our more successful Regattas."

"Without the cooperation of every citizen and every organization in Astoria we surely would have failed to present a good Regatta," he declared.

## Let's Build The Bridge!



A real crowd pleaser, and pleasing to the judges to who gave it 3rd place in the non-commercial float division, was the Lions club float, which is pictured above. Appearing in the Saturday afternoon Regatta Grand Parade the float depicted the trans-Columbia bridge which figures so much in civic planning today. The float was

some 40 foot long and had been promised as a big surprise by Lions during the weeks they prepared it. Youngsters on scooter type cars rode from one end of the float to the other. The float may be used in community bridge promotion if plans now forming are adopted.

(A-B Photo)



## First Place Winner



A Portland sweepstakes winner in the Rose Festival parade and first place winner in the commercial division, in Saturday's Regatta Grand Parade was the Rockaway float which is pictured above. Sponsored by the Rockaway com-

munity club the huge float was designed as a boat and was topped by six home-grown Rockaway beauties. It was done in natural materials found in and around Rockaway.

(A-B Photo)

## 15,000 Persons Watch 66-Unit Grand Regatta Event

A 66 unit Grand Parade with more than 1,000 marchers took a walk in the sun here Saturday afternoon before a milling, cheering throng of 15,000 persons who lined this Regatta-gripped city's thoroughfares from the 4-H fairgrounds to the port docks to highlight the 36th annual Astoria Regatta.

It took nearly two hours for the lazy giant to wind its way through the city. Minor casualties occurred along the way, a clown was knocked down by a jeep, several marchers were overcome, but nothing serious marred the event.

At the windup at the Port Docks Governor Elmo Smith proclaimed the first Oregon Fish Festival. He paid tribute to the industry that has been the backbone of Astoria's economy for many years. Hans Lovvold introduced the oldest fisherman in Astoria, Ole Johnson who introduced governor Smith. Johnson has fished the area for 53 years.

Top prize-winner in the parade was the Jay-Cettes float which took the Sweepstakes award in the float division. Rockaway Commercial club took first in the non-commercial division, Clatsop Historical Society second, and the Astoria Lions club third.

In the commercial float division Pacific Telephone and Telegraph placed first, Pacific Power and Light company second and CRPA third.

In drill marching units the Astoria Naval Air station drill team successfully defended the championship they won last year. Second place went to the Ark Assembly Rainbow girls of Seattle. The Astoria Anchor club was third.

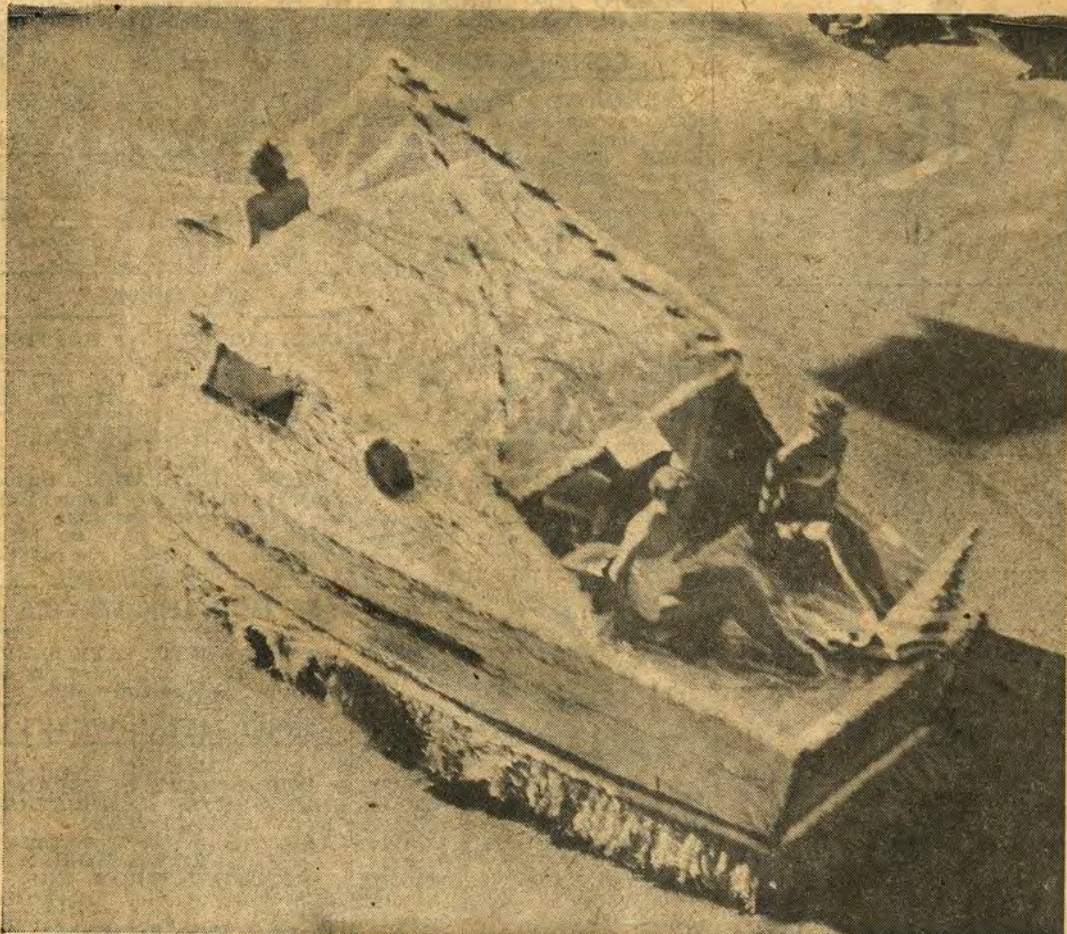
In the drum corps division Hoquiam VFW was first, Portland Legion Post No. 1 and the Kelso-Longview Boy Scouts took third. In the band division the Clan MacLeay Pipe Band, Portland, was top winner. It was followed by the Portland Scottish pipe band, in second place, and the Beaverton high school band in third place.

Mounted Units were led by Gene Leagre, Stayton, followed by the Tillamook Sheriff's posse and the Astoria Motorcycle club took third.

Display marching honors were won by the Astoria Daughters of Norway. The Civil Air Cadets, Portland, were second and the fleet Reserve auxiliary, Astoria, was third.

Grand Marshal of the parade was T. W. Davison, Captain, USN, parade marshals were James Wallace and Carl Bondietti, Bob Jackson, Marv Johnson, Ralph Long, Jim Spain, Bill Stidwell, Jack Ford, Hugh Hickerson, Leo Larfield and Bill McRostie. Tony Naimo was chairman and Jack Rieck vice chairman of the Jaycee parade committee.

## Adrift on Commercial Sea



Pacific Telephone and Telegraph's prizewinning commercial float is caught by the camera during its trip down Commercial street during the Grand Regatta Parade Saturday afternoon. The

float was conceived, designed and constructed by local employees of the company. Even company employees rode atop it through the parade route. It depicted a fishing boat. (A-B Photo)



## Marching Bagpipers



Portland's Scottish pipe band, one of two bag pipe units to appear in the Grand Regatta parade, is pictured above on their march down Astoria's main street during the Saturday parade. The other unit, the Clan MacClay bag pipers, won the grand prize for the

division. They were also on hand for the big band show which drew a crowd of 3000 at Pier 3 Saturday afternoon. Members of the unit all hail from Portland.

(A-B Photo)

## Historical Society Winner



For the second year in a row the Clatsop Historical society entered a prizewinning float in the Grand Regatta parade. Pictured above is the 1956 second place winner. The float, which had

an historical flavor, carried a scene from early Clatsop county history. It was created by members of the historical society.

(A-B Photo)



Five-year-old Freddie Watson, son of Mr. and Mrs. Victor Watson, took charge of the Bumble Bee Tuna company's six-car train float in parade. Adult steered.

## Governor Smith Proclaims Fish Festival

**Editor's Note:** At the conclusion of the Saturday Grand Parade in the 36th annual Astoria Regatta Governor Elmo Smith issued a proclamation launching the 1st Oregon Fish Festival as an official celebration. Governor Smith spoke from the reviewing stand after being introduced by Astoria's oldest fishermen, Ole Johnson. The remarks of Governor Smith at that time are reprinted below in their entirety.

The fisheries of Oregon have been a vital part of the economy of our state since 1866 when the first cannery was established on the Columbia River by George

Hume and A. S. Hapgood. Since then many of our forebears have earned their living by pursuing the various activities of the fisheries and their related endeavors.

The salmon fisheries of Oregon have been known and are considered today among the finest food products of the world. The fishmonger on Waterfront Way in London is proud to display among his numerous wares the ever attractive flesh of this our oldest and most famous fishery. Our cans of this king of fisheries reach all corners of the globe.

In more recent times we have had the advent of the well-known albacore tuna—a delicious food which has become a staple

in the American housewife's cupboard. This fishery was unknown to us until the late 30's when it appeared in our waters. It, with other tunas, has become a part of the entire industry—a large canned food item from the Northwest.

About this same time, our offshore or drag-boat fisheries came into prominence. Many millions of pounds of these different white fleshed fishes went out of Oregon as a major contribution of protein foods to the World War II effort. This fishery comprises a number of kinds, species or groups of fishes, all of which play a most important role in the fishery economy of this area. Most

all of the flesh or food portions of these fishes go into frozen packages where you will find them in your grocer's freezing cabinets.

Among other commercially important seafoods, our crab, oysters and clams are unsurpassed. Some of these are sold fresh in areas along and contiguous to the coast, while others are found in various canned, frozen, or smoked products. All of these shell fisheries are extremely valuable in themselves as parts of the Oregon and Northwest seafoods industries.

With these thoughts and the complete story of our fisheries in mind, I come here as Governor of the State of Oregon to ask that you join me in saluting this great

composite industry—all fisheries of Oregon.



## Regatta Revels

The Astoria council of churches has arranged to conduct special services at the Knappton berth, pier 3, Sunday to bless vessels of the local fishing fleet. The Rev. V. L. Livingston of the Grace Episcopal church will conduct the special services at 8:45 a. m.

Entries were still coming in Wednesday for the fish boat races off the East End Mooring basin Sunday immediately following the marine parade. Race officials have arranged to have the CRPA receiving barge, Golden Age anchored at the finish line to serve as the officials platform. Boats in two classes will run the races in a three-leg course which will offer viewers on the basin outer breakwater a good view of the events.

A sizeable coffin-shaped box, secured together here and there with safety pins and containing various wierd and sundry fishing tackle arrived a few days ago from Carlsbad, N. M., addressed to a certain individual Jay Ogden of Loving near Carlsbad.

So his fishing friends here knew that, somewhere along the line, by burro, ox team, twenty-mule team, or maybe plane, Jay Ogden was on his way. Well sir, that Loving man, that Carlsbad "boy" meandered in Tuesday, cowboy boots, Stetson hat and all. So the fishing season is "o-fish-ally" opened.

Jim McAllister is a casualty from a tackle box, limping about with a sore shoulder and five stitches in his starboard thigh. Seems an oversized wave hit the boat Jim was fishing from, picked Jim up four feet, according to witnesses aboard, and then let him down hard apt on the tackle box. The latter had its corner stove in, and Jim, when his friends took him to the hospital at Ilwaco, left behind a piece of drumstick.

Another name to go down in the history of the restoration of the Fort Astoria bastion is that of Gene Rhodes, Warrenton painter and shingler, who volunteered a whole day's work Sunday atop the bastion roof, fitting shingles and pounding nails.



The titular heads of the Astoria Regatta, Admiral John Farley and Queen Judy and her court, made an official inspection of their waterfront empire Friday. The official party (top above) is shown inspecting salmon lines at the CRPA Elmore cannery. While the official business of the Regatta was following its course a score or more of volunteers were making last minute preparations of the big Sunday fish fry at Pier 3. The 1500 or more pounds of bottom fish, donated by the trawl-

ers Betty and Trask, were filleted by volunteers at Sebastian Stuart and were receiving their finishing touches at Astoria Seafoods by the volunteers shown in center picture. And while all this was going on, young high school girls were making certain that citizens of Regattaland were properly "buttoned". Bill Lakso (bottom right) learned that you get buttoned if you aren't wearing a booster button. Lucinda Riner and Lois Halli are making the sale. (A-B Photos)

Once an admiral, always an admiral, is proven year after year by veteran Regatta booster, Tommy Luke, who, with Mrs. Luke "came aboard" the good ship Regatta 1956 yesterday. Tommy and Sally are houseguests and boatguests of Capt. George Conway for the festivities.

Crewmen of the USS Koiner were toasted by the 36th annual Regatta and Oregon Fish Festival Friday at the Port Docks at Pier 3 during the Fishermen's frolic. Mayor Peter Cosovich presented them with the key to the city during the dance.

Festival Flashes—Astoria's Regatta was started by a city editor of the Astorian-Budget 62 years ago... the Regatta association president this year is another Astorian-Budget city editor, John H. Nellor... political season even struck the Regatta celebration... an ambitious political booster had children passing out McKay campaign literature on the streets during the Kiddies Parade Friday... Friday night Jason Lee, who opposes Walter Norblad in November, was busy at the Port Docks greeting the Regatta visitors... Herrons brothers who perform today and tomorrow first performed in Astoria 20 years ago...

The free gem and mineral display, sponsored by the Trail's End Gem and Mineral club, on Commercial street, a few doors east of the 1st National Bank, attracted so many visitors that members were unable to close at 8 p. m. as planned. Finally at 9:30 p. m. in order to dispel the crowd I. L. Rickett, general chairman, had to announce that it was time to close, but that the doors would be open at 10 a. m. every day of the Regatta.

Biggest surprise of the coronation activities for the Regatta-Fish Festival was the presentation of the \$100 college scholarship to Queen Judy by John H. Nellor, association president.

Queen Judy was surprised, even though the Regatta board knew that if the girls could have chosen their own prize that is what it would have been. The board hopes to make the scholarship an annual affair and to increase it as they become more stable financially.



## Outdoor Cooks



Cooks for the gigantic fish fry at Pier 3 on the Port Docks on Sunday are pictured above. They prepared enough fish to amply feed some 3000 persons. The salmon was prepared over a fire in a huge pit. The pit was dug by a bulldozer. Nearly a ton of salmon was on hand for the cooks. Pictured above, in cooking garb, are two of them, Frank Sewick, Vancouver, and Joe Walker, Kelso.

(A-B Photo)

## 5000 Expected for Fish Fry Billed as Sunday's Attraction

Astoria's 36th annual Regatta ground toward its conclusions today with the biggest events for thousands of Sunset Empire visitors still to come.

Cooking experts took the floor this morning at Pier 3 in the Savory Seafoods Search. A total of 27 prizes are to be awarded in the contest which has brought entrants from all over the Pacific Northwest.

Prizes, however, will not be awarded until Sunday. The judging of entrants began at 9 a. m. and was concluded at 1 p. m. Early indications were that more entrants than was at first anticipated were crowding the judging areas.

Marine events, featuring the Ne-

halem water dogs and the famed Herron brothers log rollers, went on at 10 a. m. this morning between the docks at Pier 3. They will appear again tomorrow.

Big event of the afternoon is the proclamation of the 1st Oregon Fish Festival by Oregon's Governor Elmo Smith. Governor Smith will be seated on the reviewing stand of the parade marshal. Other dignitaries, headed by Admiral John L. Farley, the 36th annual Regatta's top official, will be on the stand.

Parade time today is 3 p. m. More than 74 individual units will move out of the 4-H fairgrounds marshalling area at that time and march through Astoria to Pier 3 at the Port Docks.

Skirling bagpipers, bands,

marching units, drill teams, clowns, mounted guards all will traverse the parade route. It is expected to be a parade of the equal to the famed Sesquicentennial parade which broke all records here last year.

The parade will be followed by a band show at Pier 3.

Sunday's big events include the huge marine parade and the presentation of the net as side features of what is probably one of the largest free fishfrys this area has ever seen.

More than 5000 persons are expected to participate. Some 2 ton of salmon will be prepared in an open pit.

Fish industry exhibits at Pier 3 will be open for inspection during both Saturday and Sunday.

## Gillnetters Vie for Prize Total Worth Nearly \$1000

Gillnetters will vie for more than \$900 in prizes Sunday morning at 9:30 at the East End Mooring Basin and for a coveted cup, Russell Bristow, race chairman announced today.

Bristow said that some outstanding boats have been lined up and that an outstanding series of races is planned. Two classes, limited and unlimited, will vie in the racing events.

The trophy, which has been awarded by the Astorian-Budget, is a rotating trophy and it becomes the permanent possession of the winner who can claim it after victories for three consecutive years.

Bristow also asked that sports fishermen who are taking parties out to fish the river Sunday join in

the Marine Parade. He said that it should be possible for them to join in the marine parade by swinging past the reviewing stand on the way 'down' and then go on out without losing time.

This way, he pointed out, it would give the sports fishermen and others an opportunity of participating in one of the highlights of the Regatta. Expectations are that the parade of vessels will be one of the largest ever seen in this area.

All fishing boats scheduled to participate in the marine parade are slated to assemble at 8 a. m. Details of the event can be had by calling Bristow or Regatta headquarters at the John Jacob Astor hotel.



## Man Captures Main Prize In Seafoods Cooking Test

A national champion cooking expert presents a portable television set to local cooking champion, Jack Wood. Wood took first prize in the men's division and then upset the experts with victory as sweepstakes winner in the Savory Seafoods Search. (A-B Photo)

"It's a man's world," a traditional saying goes, and it apparently was for the Savory Seafoods Search during the 36th annual Astoria Regatta when a man, Jack Wood, Clatsop county extension agent, emerged as champion cook for the 1st Oregon Fish Festival.

Wood, who took the award in the men's division as well, won a portable television set for the grand sweepstakes prize. In the men's division he won a coffee maker.

Other winners in the various divisions were:

**Appetizers:** Mrs. Fay Paquet,

Mrs. A. B. Curtis, Susan Latvala and Ragner Nyback.

**Chowders:** Mrs. Jennie Olson, Mrs. Harold Johnson, Mrs. Bessie Miller.

**Salads:** Mrs. A. E. Young, Susan Latvala and Susan Englund.

**Entrees:** Mrs. Harold Johnson, Mrs. Henry Larsen, Mrs. Jerry Fletcher, Mrs. J. Murto, Mrs. C. Q. Morber and Mrs. Nels Sagen.

**Men's Division:** Jack Wood, Carl Johnson and A. Y. Engbretson.

Wood's winning entry was a planked salmon steak for outdoor cooking. It was garnished with cucumbers and tomatoes.



# Sunday Fish Fry Feeds Huge Crowd

## Festival Fadeout

Lots of gimmicks were featured by the various organizations that participated in the first Oregon Fish Festival but the one that had most people buzzing was the clever series of signs along Marine drive which directed the way to the festival site. The signs were the idea of John McLoughlin, of New England Fish, and they were cut from plywood in the shape of fish. They read, "Follow Bellanna to Pier 3." They ran nearly from one end of Marine drive to the other.

The prize winning float in the commercial division was a local production from stem to stern. As Pacific Telephone company manager Richard Jensen put it, "it was employee conceived, designed and executed," and he added, "the work was done by local employees. The float was actually designed by the young women in the traffic department and from a sketch drawn by them. Arne Eckstrom, an installer, built the framework. The float was not a covered boat but was completely constructed and was completely covered."

Paper napkins, 25,000 of them, formed the covering for the strikingly beautiful Jay-C-ette float, according to Mrs. Charles Lauderdale, chairman. The creation, result of weeks of work and a budget of less than \$50, won the sweepstakes trophy.

A Lion's club-Jaycee coalition to enter a float in the Portland Rose Festival parade next June was suggested after the big parade — a trans Columbia bridge with Miss Astoria water skiing beneath it, towed by five finney friends?

Free sandwiches, coffee, pop, and beer were doled out to hundreds of weary parade participants at the end of the long march Saturday by Jaycees and Jay-C-ettes who had set up a hospitality area in the Uptegrove mill. The refreshments were provided the paraders, mostly from out of town, by the Regatta association—with an eye to future parades!



A crowd estimated at more than 2500 persons dined on Columbia river salmon and other seafoods at the first Oregon Fish Festival free fish-fry Sunday afternoon at the Port docks.

A lineup of diners from one end of Pier 3 to the other jammed the area as a ton of salmon was barbecued over an open pit dug by a bulldozer in front of the pier.

Pacific ocean perch, and oyster stew were also on the menu.

Most of the diners stayed on for the final ceremonies which wound up the big combined four-day celebration. R. J. Hason was master of ceremonies at "hauling in" activities in the pavilion auditorium. At that time judges presented awards for the winners in the Savory Seafoods Search.

Admiral John L. Farley, Queen Judy Palmer, princesses Reta Clark, Jeanette Kempf, Sheryl Baker and Jackie Poell were on stage to officiate during the ceremony.

The U. S. Naval station drill team of Oakland, national champions, and sweepstakes winners for the second year in a row, also performed.

Presentation of "the Net" symbol

oof the Fish Festival activity was made by J. H. Cellars, secretary of the Salmon and Tuna Packers association, and Palmer G. Olson, president of the Northwest Fisheries association.

Cooking contest judges Helen Evans Brown and Nancy Davidson presented contest awards. Mrs. Bertha Jorgenson, winner of a national cooking contest, presented the grand prize to Jack Wood.

Among the busiest of the local citizenry in Regatta-Fish Festival activities must have been members of the Junior Chamber of Commerce. For the third year in a row the big parade was handled by a crew of Jaycees who started to work last spring on this event.

In addition, the band show (awards presentation); and the planning, construction, and much of the decoration and operation of the Pirate's Den was shouldered by the group.

The Regatta board also called upon the Jaycees and Jay-C-ettes to handle the hospitality area after the parade—an innovation this year. In their spare time, and as the baby sitting situation allowed, the men helped their fraus in the heavier phasas of building the float that took sweepstakes honors.

Regatta officials had a round of a new game Sunday night, it could be called "truck, truck, who's got the truck?" The group borrowed a truck from Brookfield company to use as a reviewing stand for the parade. When the company officials arrived to pick up the truck Sunday night it had disappeared. A little city-searching found the missing vehicle at a tire store where it had been taken for tire repair. Not, however, before some anxious sweating had been endured by both company and Regatta officials.

A whole gang of telephone company employees contributed to the construction of the prize winning float. Larry Bloom, plant service foreman, was in charge of building the float, two traffic department and one commercial department employees rode the float, Nancy Wagner, Louise Olsen and Louise Makinen. The float was sketched and designed by Joyce Mead and Adrainne Vandervelt of the traffic department.

A tired, but happy Admiral Farley said goodbye to Astoria and his Regatta duties Monday afternoon. He left by air for Portland and a few days of business before returning to his Washington, D. C., home. Admiral Farley was much impressed with Astoria, he said, and was enthusiastic about the celebration.

The Oakland Naval Station drill team will probably remember Astoria's Charlie Leicht for a long, long time. Leicht entertained the group, at his own expense, during their visit here. He gave them a royal welcome to the royal Regatta city.





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and



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**ASTORIA REGATTA ASSOCIATION, ASTORIA, OREGON**



# Regatta Revels

A man who might be called the architect of the Astoria city schools music program returns to Astoria this summer for participation in Regatta Activities. Harold Withnell, who left here two years ago to take the position of band director at Roseburg high school, brings the schools' renowned band here for the parade, band show and at least for himself, some reunions. Withnell developed the band program in the Astoria high school and grade schools. He was music supervisor here for many years.

Portland Beaver baseballers, who will be visited by Astorians at Astoria Day July 14, will reciprocate with a return visit the next day for fishing. Just who would make the trip was not definite, but a gang of Beavers will be on hand for fishing, that's for sure. In other years Beaver players have spent considerable time in the area angling for salmon.

Water events, and lots of them, have been lined up for the 37th annual Regatta . . . for what would a water festival be without some water events? Jerry Sullivan, board member, has made arrangements for the Oswego Water Ski club to put in an appearance for the Regatta. They will appear on Saturday. The group will bring 25 individual water ski stars to the area for a two-hour show. The show features some of the fanciest water ski stunts ever performed. The group, incidentally, was the group which was featured during the Portland Rose Festival.

However, the Oswego group creates the biggest problem facing water event planners. That is to construct a 6 foot ski jump. The group has asked the Regatta to provide one, since they cannot transport the one they normally use to Astoria. They said the ski jump should be constructed with plywood on the outside and should be varnished for a smooth surface. It is also to be about two feet underwater at one end and about six feet above water at the other. They will perform mid-air antics from the platform. Problem . . . now what do we do, is the one Regatta planners are wrestling with the most. But a set of plans for the device is supposed to arrive in the near future.

Famed members of the Sportsmen quartet, fresh from an engagement in the Cocobana on New York's Broadway, will fly to Astoria for their roles in the 37th annual Astoria Regatta. According to reports they have created a sensation in their present booking. In addition the quartet will have their wives here during the Regatta and will combine vacations with their booking here. Wives of the men will fly in from Hollywood, where they maintain permanent residence, to Astoria to join their husbands. Regatta planners are including the wives in on as many Regatta events as they will choose to enjoy.

Regatta officials emphasized today that the fish festival 'fishfry', sometimes billed as a free event, is not free to non-Regatta button-holders. Those who have Regatta buttons will be admitted free of charge to the Sunday meal, and to all marine events of the Regatta. Confusion has arisen since much of the information released relative to the Regatta has stressed the 'free' angle of the fishfry. Buttons, which sell for \$1.00, entitle the purchaser to free admittance to the fishfry and the marine events. All other events of the Regatta will have separate admission tags this year.

Parade officials of the Junior Chamber of Commerce, again this year conducting the big land parade, which comes on Saturday, for the association, presented some facts and figures at the special Friday night Regatta board meeting. Chairman Ruel Miesner, of the Jaycee parade committee, promised a 'quality' parade again this year. He explained how the Jaycees have organized the parade again this year to an exact science with individual members of the organization responsible for various phases of the parade arrangements.

Jack Ford, newest member of the board of directors, of the Regatta association, (he was elected to replace Frank Thorsness who resigned), has also been working hard on getting some superior marine events for this year's Regatta. He has lined up some 14 motor boats for races at the east-end mooring basin and unless some last minute hitch develops some really speedy events are on the schedule. They are to be held Sunday morning. Fourteen of the boats are to come from Aberdeen, Wash.

# Regatta Revels

Programs for the 37th annual Regatta and the 2nd Oregon Fish Festival were in the hands of the advertisers today. Completed by backshop crews at the A-B in record time, the enlarged programs pack a lot of new information this year. They carry the story of each princess of the court, when they were selected, and they tell the story of the admiral, Astoria and Clatsop county. Regatta secretary, Sheryl Baker, a member of the royal court for the 36th annual Regatta, had her work cut out for her today. She was distributing the programs to the advertisers today. Citizens can obtain the programs at the various merchants from Astoria who have contributed to the Regatta-Fish Festival and supported it through advertising in the official program.

The big band show, a popular Regatta event, will be held at Gyro Field this year. The crowd which overflowed the site of last year's celebration for the show caused Regatta planners to seek the biggest auditorium in the city. The feel that Gyro should be able to handle the big crowd.

Sidewalk sailors all along Regatta realm were picking up the tempo of the snowballing spirit for the celebration today. Charles Smith, Regatta promotions chairman, said that Astoria merchants were busy getting ready to put in window displays carrying the Regatta theme. Displays may follow the parade theme, which is legends of the sea, or they may simply follow a Regatta-Fish Festival motif, Smith says.

TV tonight for the Astoria royal Regatta court will not be the only time that the story will be told via the new medium. Charles DeFoe, secretary of the Astoria chamber of commerce, will tell the story Saturday over the television station in Eugene. He will also show pictures and slides of the celebration which was held last year. Also slated for television on KPTV in Portland are pictures of the Regatta over the local live-weather-news show of 'Geri Lindsey and the Weather.' On July 18 it will feature the Regatta-Fish Festival.

A one-floor show is promised for the Regatta-Fish Festival main building, the Astoria armory. Flor planners have decided to keep all activities of the combined celebration on the main floor. They will place a row of bleacher seats about halfway across the basketball court floor and divide the building in that way. Booths will be on one half of the floor and the dance hall and the stage on the other. It is hoped that in this way better seating can be provided for the stage shows and a better setting for the Fish Festival exhibits.

A. A. 'Tony' Naimo, father of the Band Show as a Regatta feature, is back in the thick of planning for this one. He had hoped that he could just sort of supervise this event for the year . . . but his chief cook-and-bottle-washer has left Astoria. So he again is shouldering much of the responsibilities. He is the first to admit, however, that without the Jaycees and their hard workers little of the parade or band show would ever materialize.

A Jaycees 'button-brigade' will take to the hills during the next few days to put some life into lagging Regatta button sales. House-to-house door bell ringing is on the agenda. The group has always provided a lot of work force for the Regatta, but with the Miss Oregon Pageant coming up the week after the Regatta they really have a busy two weeks ahead of them.

Anyone know how to build a water ski jump? Regatta planners are puzzled by this one. They have the plans for the thing, which is how they describe it, but they don't know where to begin. Officials have issued an urgent appeal for hammer and nail men and someone who can read blueprints. The jump is needed by the Oswego Ski Club as part of their two hour show of water antics scheduled for the marine events during the Regatta.

Astoria took on a festive air some time last night or early this morning as street decorators hit the city. Early risers driving down Commercial street this morning, if they bothered to look, saw huge liners strung across the street advertising the Regatta-Fish Festival event. Huge signs were also put up by the workers from Portland. In all, 20 of the street liners have been put up.

## Music, Music, Music . . .

# Top Naval Band Set For 2 Regatta Spots

One of the foremost military musical aggregations ever assembled will be on hand for the 37th annual Astoria Regatta and 2nd Oregon Fish Festival, Dr. John Hickman, association president, announced today.

The commandant's band of the 13th Naval district, which features 30 accomplished musicians and which has appeared in concert throughout the world, will be on hand for two Regatta appearances. The band is to accompany their commander, Rear Admiral Albert Bledsoe, who is to assume command as Admiral of 37th water festival to be held in Astoria.

First appearance of the group will be at the east-end mooring basin on Thursday, July 18, opening day of the Regatta, when the flotilla carrying the Admiral and Oregon's governor arrives.

The party will arrive aboard the Bluewater, the flagship for the Regatta, owned by Carl Shoe-maker of Portland.

The band will pipe the Admiral aboard for the 4-day Regatta celebration.

Second appearance of the group comes at the Coronation on Thursday night. They will present a half-hour concert just prior to the start of the colorful crowning ceremonies.

In other Regatta news President Hickman announced that the Regatta office is officially opened at the Farmer's Insurance company office, operated by Ron Graves, at 224-12th street. The office phone number is 108. Hickman said that Sheryl Baker, a court member from last year, is office secretary for the group and will be on duty all day long from now until the celebration itself.

Commission to out-of-town admirals are being readied, Hickman said, and he urged all citizens who have friends to whom they wish commissions sent to turn in names at the association's office. They may do so by calling or mailing the names to box 148.

Friday, July 12, 1957

# Regatta Revels

The 45-year-old Jaycee fire wagon will be "command car" tonight as Jaycees invade the West End on "Operation Regatta Button" under direction of Carlyle Mahnke and Ken Heater. Two shifts of Jaycees will sell the community festival buttons tonight, with more lined up to follow tomorrow. Rumors are that some pert Astoria high girls will aid in the mobilization led by the ancient red engine. Wear your button!

Button, button, button who hasn't got a button is the question Jaycees will ask tonight as they launch a button-sales onslaught on the entire community. Success of the celebration is hinged on the drive the Jaycees have undertaken. They answered an urgent call by the board for volunteers to sell the booster buttons. The Jaycee fire engine will spearhead the big drive. Cost of the booster button is one dollar and it provides free admission to the marine events and the fish fry.

Question: What Astoria commercial club has become known as the Pipe Band Club . . . the answer is simple according to Ruel Miesner, Jaycee parade chairman: The Kiwanis Club. Again this year the club is sponsoring a pipe band in the Grand Regatta Parade . . . this year the Clan MacLea from Portland. Every year for several years the group has brought a pipe band to the city . . . so Scottish band fans can thank the Kiwanis club.

Portland's Beavers may be skidding for a reverse record in the Pacific Coast league for losses, but it does not appear to have dimmed the trek of Astorians to the Rose City for Astoria Day. Regatta officials said today that some 400 boys will be taken to the game. They are members of the various baseball and softball leagues in the summer sports program. Dr. John Hickman, Sam Yockey, Mrs. Ed Niemi, and the royal Regatta court will make special appearances during the game. Tickets for the game must be purchased in Astoria in order to be counted for the Astoria total. They may be purchased at Steinbock's pharmacy. Officials say sales are brisk.

Regatta finery adorned Astorians today for the first time this year as the Chamber of Commerce kicked off the season with a special luncheon today. Members of the board of directors of the association joined the chamber in meeting. Dr. E. W. Harvey, Fish Festival chairman, and Dr. John Hickman, Regatta chairman, gave brief talks concerning the upcoming celebration. The royal court was also on hand.

Oldtimers will have a field day in the special Regatta issue of the Astorian-Budget which will be published just prior to the start of the celebration. The section includes many pictures of former Regatta's and former officials of the event. Most of them are unidentified. Th royal Regatta subjects can play a guessing game . . . who's who.

Children's parade activity is picking up as the deadline for the event draws near. The parade will be Friday, July 19. It is scheduled for an evening event for the first time. Parade time is 7:30 p.m. Grand prizes, and first, second and third prizes in each division are being offered by the Kiwanis sponsors for the group. All children in the parade will get a free ride at the carnival. Anything goes as a parade trant. The parade forms on Duane Street back of the court house at 6:30 p.m.

Astoria stores are featuring pictures in their windows of oldtime Regatta's. They were found in the basement of the Chamber of Commerce office by chamber secretary Charles DeFoe. Most of them are also unidentified. Might be fun to try to chase down the identity of the photos. The chamber doesn't know where the pictures came from. Check the windows of Jerome's and Astoria Apparel for the pictures.

Regatta court members virtually took command of the Tongue Point naval station Thursday . . . at least a portion of it. Th group went out to the base for picture-taking . . . an annual event with the Astorian-Budget staff members. Staff photographer Don Church and social editor Philippa Seabrook accompanied them. They took pictures above Coast Guard and Navy vessels moored at the base. The pictures will appear later in the Astorian-Budget.

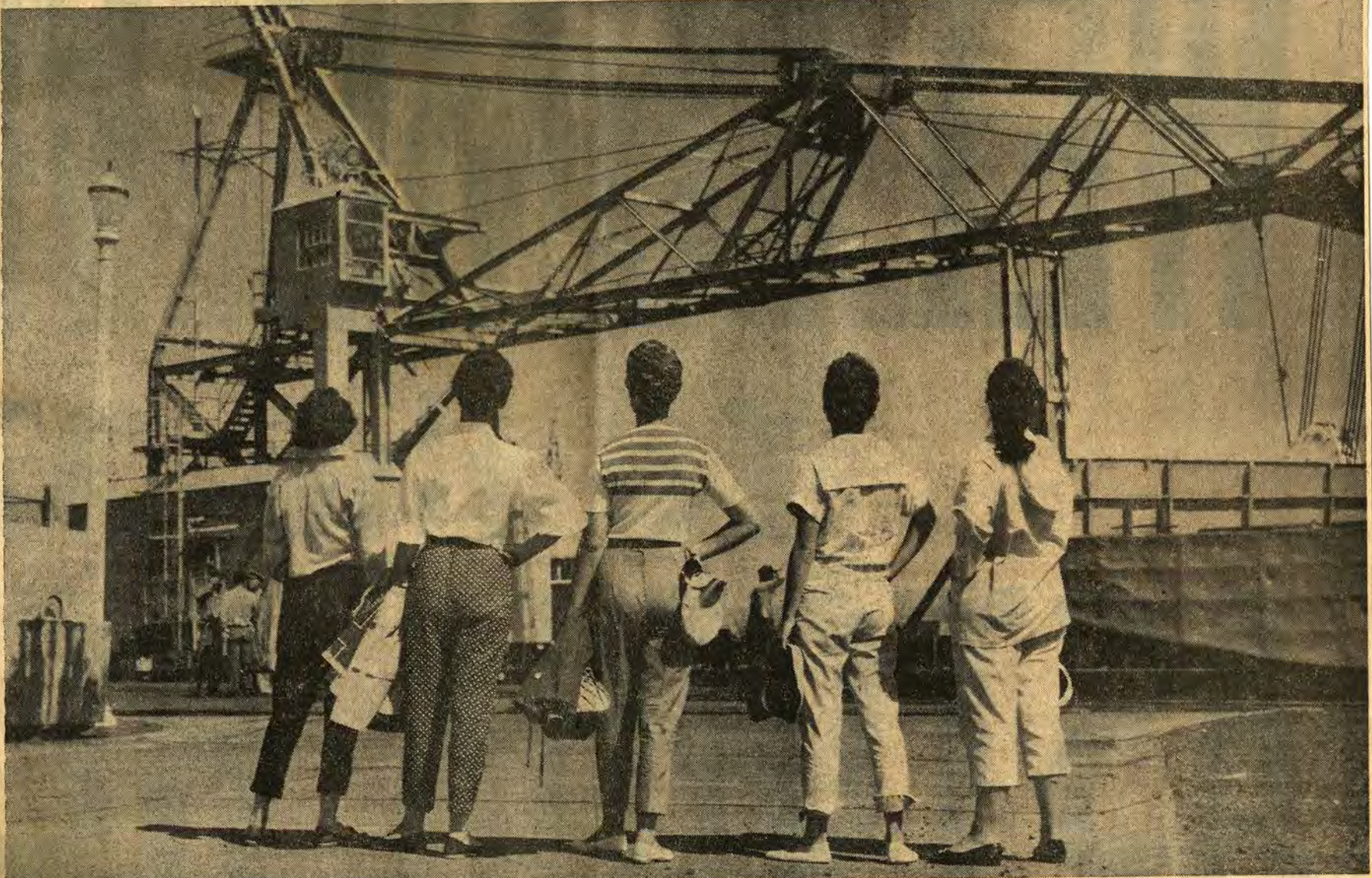


# Tongue Point Courts Court



**REGATTA LAND AHoy!**—Setting their sights across the wide blue waterways of Tongue Point to the green hills and the color-bright streets of Astoria, the five princesses of the 1957 Regatta look ahead to the excitement that July 18-21 will

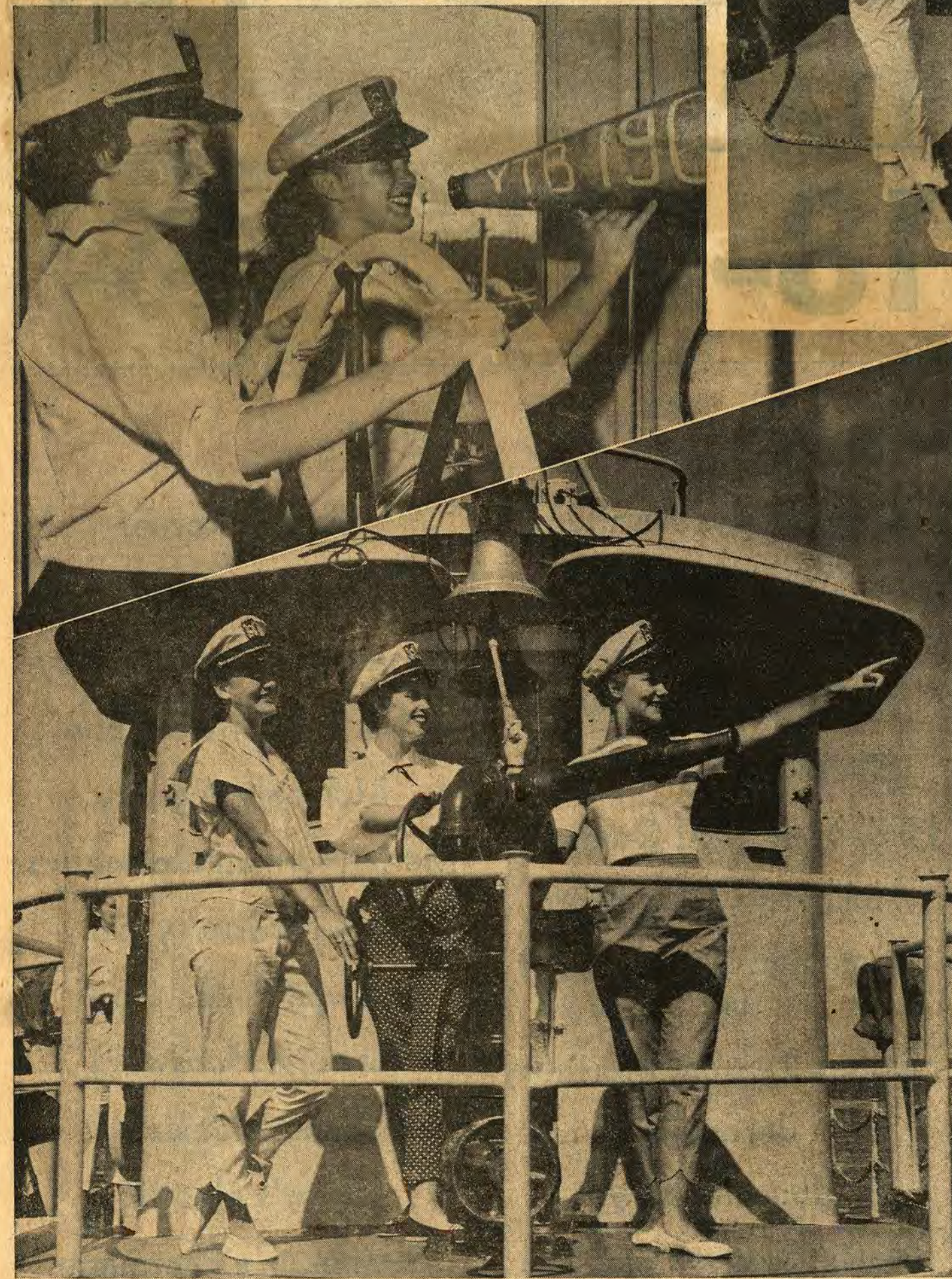
bring to them. "Deck Officers" Sheryl Hoagland, left, and Evelyn Lewis, stand below, and topside are Linda Thompson, Nancy Springer and Judy Hein, aboard USS Orono YTB 190 (which means Yard Tug Big).



**CRANING AT A CRANE**—There were lots of things to see on their tour of the naval base for five nautical-minded little princesses, and one of the first gigantic pieces of mechanism that had them craning skyward was a mammoth crane. Awed with the immensity of "the thing" are, from left, Princesses Evelyn, Nancy, Linda, Sheryl and Judy.



**MANNING THE MOPS**—It isn't often that sailors have such interested (or comely) pupils to instruct in the intricate art of swabbing decks, and the five Regatta princesses were apt pupils during a lesson in mop swinging. Princesses Sheryl and Linda are being clued by Seaman John Gracio, Spokane, and Nancy, who gets the swing of it, while Judy and Evelyn watch Seaman Carl Hatcher, Atlanta, Ga., who gives his "partner" a whirl.



**FIRE CONTROL AND WATER DETAIL**—The sturdy, efficient USS Orono never had it so good, when the five Regatta court princesses swarmed over it, asking innumerable questions about its operation. In the upper photo, Princess Evelyn takes the wheel, and

Princess Judy shouts the orders. In the lower picture, Princess Sheryl mans the water gun. Princess Nancy sounds the alarm bell and Princess Linda points to where the excitement (of the Regatta) is starting to blaze brightly on the horizon.



**"ALL ASHORE THAT'S GOING ASHORE!"**—And the "cruise" aboard the doughty USS Orono was over. The Regatta court, Princesses Evelyn, Sheryl, Nancy, Linda and Judy, from left, salute the officer in charge of the ship, R. K. Chappell, and their guide,

Nick De Young, who was their escort on the base for the afternoon, and who didn't seem to mind his duty one bit. The princesses approved Tongue Point as ship-shape, secure and "simply swish!" and the Navy held a similar opinion of the Regatta Court.



37 th Annual



Astoria Regatta

# Commission

**P**URSUANT TO GENERAL ORDERS issued by the Admiral of the Fleet of the 37th Annual Astoria Regatta, be it known that

**ALL ASTORIA CITIZENS**

. . . being found duly qualified, is hereby commissioned, with all special rights and privileges, a

**Rear Admiral**

. . . of the 37th Annual Astoria Regatta, and is hereby being instructed to report for active duty on the 18th day of July, 1957, at Latitude 46° 11' North, Longitude 123° 51' West, aboard the Admiral's Flagship for assignment to his special command.

Dated this Fifteenth Day of June, Nineteen Hundred Fifty-Seven.



*A. M. Bledsoe*

A. M. BLEDSOE  
Admiral, Astoria Regatta  
Rear Admiral, U.S.N.

*John Hickman*

JOHN HICKMAN  
President  
Astoria Regatta Association



# Queen Judy II



18 B Oregon Journal  
SUNDAY, JULY 21, 1957

ASTORIA CROWNED JUDY II to rule over city's 37th annual regatta and fish festival in enthusiastic coronation ceremonies Thursday night inaugurating four-day event which concludes Sunday with giant fish feed and aquatic exhibition. Capacity crowd of 1000 took part in coronation at Gyro field. New queen is daughter of Mr. and Mrs.

Paul Heim, Astoria. From left, Adm. Albert M. Bledsoe, admiral of regatta who also is commandant of 13th naval district; Dr. John Hickman, president of Astoria Regatta association; Queen Judy II, Gov. Robert D. Holmes of Oregon, and Mayor Pete Cosovich of Astoria. Journal's Mary Cullen, Cathrine Laughton, is one of fish feed judges.



Regatta revelry started here Thursday with arrival of the admiral and coronation of the queen. At top Queen Judy II, Judy Heim, signals the start of the festivities. In the second picture Judy is captured as she first heard of her selec-

tion. The third picture shows Queen Judy I, retiring Queen, with Tommy Luke and Gov. R. D. Holmes.

## Realm Reborn As "Radiant" Queen Reigns

By PHILIPPA SEABROOK  
A-B Social Editor

The rebirth of a nation, the happy realm of Regatta, took place Thursday evening at Gyro Field, when a lovely dark-haired ruler, Queen Judy II, raised her scepter and smilingly announced "I hereby proclaim the opening of the Astoria 1957 Regatta!"

Radiant and gracious Queen Judy, daughter of Mr. and Mrs. Paul Heim, was crowned by the admiral of the 1957 Regatta, Rear Adm. Albert M. Bledsoe, commandant of the 13th naval district, following the judges' decision, and accompanied by the cheers of the crowd, which, judging from the joyous outburst at Master of Ceremonies Warren Grimberg's announcement, heartily approved of the judges' decision.

Presented with her royl scepter by Mayor Peter Cosovich, Queen Judy was flanked by her four princesses, as lovely a court that ever graced a Regatta, Princesses Linda Thompson, Nancy Springer, Sheryl Hoagland and Evelyn Lewis in bouffant frocks of imported organdy over shell pink.

Each pretty princess, upon being introduced by her escort, gave a short address on a different phase of this year's Regatta program. Princess Nancy was eulogized by Rolland Gregg; Princess Linda received compliments from Ed Hall; Princess Evelyn was extolled by Larry Battles; Princess Sheryl Hoagland was handsomely introduced by Gary Manners, and Princess Judy, later to be selected queen, was humorously presented by Ralph Norgard.

Until she relinquished her crown to this year's Regatta ruler, the throne on center stage, backed by a row of graceful evergreen trees, was graced by last year's Regatta Queen, Judy Palmberg, whose escort was Tommy Luke, beloved and from Portland and a former Astoria Regatta admiral.

Oregon's governor, Robert Holmes, was on hand to address his home-county folks, following warmly received addresses by Regatta Admiral Bledsoe and Vice-Adm. Luke.

Adding to the festivities of the coronation, while the royal court was backstage during the judges' decision, were entertaining songs by the Sportsmen quartet, who flew to Astoria from New York City, where they had sung at a popular night club at 1:30 a. m. that morning. The four comedian songsters will entertain tonight and Saturday night at the armory.



# Rules 37th Water Fete

*"I Proclaim . . . . ."*

## Adm. Bledsoe Arrival Sets Off Festival

The 1957 Regatta and Fish Festival got underway late Thursday, setting off a three-day swirl of so many events that it's hard to keep track of all of them.

Arrival of the big Portland yacht Blue Water, bearing Admiral A. N. Bledsoe, Gov. R. D. Holmes, and other local and visiting dignitaries, was the event that formally put Astoria's big annual celebration underway.

Other events of opening night included the coronation on balmy Gyro Field under a golden sunset sky, performance of the Sportsmen Quartet in the Armory, opening of the Pirates Den, and a pre-coronation dinner of the Regatta board of directors, royal court and judges.

### Seafood Aroma

This morning the smell of savory seafoods swirled about the Armory as the annual cookery contest got underway at 9 o'clock, followed by demonstrations of various ways to prepare tasty seafood dishes.

At noon admirals of the Regatta were scheduled to join officers of the real Navy at a luncheon at Tongue Point naval station honoring Adm. Bledsoe.

More seafood cooking demonstrations were scheduled this afternoon, with cookery contest prizes to be given at 4 p. m.

Big event tonight for Astoria youngsters will be the annual Kiwanis children's parade, starting at 7 o'clock with Max Milhollin in charge.

### Den Open

The Pirates Den opens at noon today, to continue open through the afternoon and evening in the Moose hall.

Tonight's Fish Festival program at the Armory, starting at 8, will include a talk by J. Roger Deas of American Can Company, numbers by the Sportsmen, talk by Gov. Holmes, award of grand prize in cookery contest, and other entertainment. A dance from 9 to 1 will follow.

Saturday morning's program, getting underway at 10 a. m., includes aquatic events at the East End mooring basin, seafood demonstrations at the Armory, and a queen's luncheon at noon at the J. J. Astor hotel with the Anchor Club in charge.

### Big Parade

Starting at 2:30 comes the big Regatta-Fish Festival parade, with the theme "Legends of the Sea" and 62 units in line of march under sponsorship of the Junior Chamber of Commerce.

Reuel H. Meissner is general chairman of the parade, one of the top events of the annual Regatta. Other committeemen who helped arrange the big procession include Don Garriss, Carl Bondietti, Don Henry, Bill Meyer, Truman Tollefson, Jack Ford, John Swenson, Marvin Reed, Robert L. Hansen, Bob Rees, Wes Shaner, Bob Jackson, Carl Jacobson, Ron Angberg, Tony Naimo, Marvin Johnson, Bruce Endicott, Bill McRostie, Ira Richards, Don Jarvis, Frank Elliott and Jack Reick.







Mayor P. G. Cosovich presents keys to the city to Admiral Albert M. Bledsoe and Gov. Holmes, (A-B Photos)



Famed singers of stage, screen, radio and television, The Sportsmen quartet, are shown above as they perform during one of their many Regatta appearances. They appear nightly at the armory.

The group presents a varied and humorous act that displays the full range of their musical talents. The group is accompanied by their own pianist. (A-B Photo)



# Regatta Revels

The Grand Parade at 3 p. m. today was swelled to more than 65 units as new last-minute entries were confirmed by long distance phone late last night, Reuel Meissner, general chairman for the Jaycee-organized event, announced this morning. At least ten bands and drum and bugle corps, ten drill teams and marching units, eleven mounted units, 14 floats, and a wide variety of other colorful units will be in the line of march today. The parade is divided into seven divisions, each under direction of a Jaycee marshal and assistant, according to Jack Ford, marshalling chairman. Two-way radios borrowed from the Oregon National Guard will aid in forming and controlling the march. The procession will form between Woody's Drive-in and the Halfway House and head East on Marine Drive to Eighth street, then East along Commercial through downtown Astoria to the 4-H and Gyro Field area.

Regatta Admiral Bledsoe turned performer for a brief time during the Regatta stage show at the Armory last night. He played the accordion with part of the act of the Sportsmen. And is 'was a pretty good job, too . . . according to the kibitzing musicians.

The unenviable positions as judges for the big march this afternoon were announced last night by Don Garris, Jaycee chairman for judging and awards. The 17 judges will view the parade from the stand at 14th street. Scores will be tallied and winners in each division will be awarded their plaques and ribbons tonight at the band show at Gyro field. Garris stated. Judges are as follows: Floats, Non-Commercial: Mrs. Margaret Laws, Seaside and Alan E. Lundberg, Tillamook; Floats, Commercial: Mrs. Elmira Duoma, Wheeler and Tommy Luke, Portland; Pipe Bands: Rev. Orval Whitman and Mrs. Fern Morse; Bands: Byron Roman and Art Sandstrom; Mounted Units: Eugene Knutsen and Tony Stramello; Musical Groups: Mrs. Ted Springer and Jim Brunold; Drill Marching Units: Jim Morell and Harry Steinbock; Display Marching Units: Mrs. Fred Sandoz and Lloyd Attig; Best Majorette and Major: Eugene Lowe. Judges are local people unless otherwise noted.

Beginning at 1:30 Saturday afternoon, the Astoria Jay-C-Ettes will be selling ice cream and pop for parade watchers and participants at three locations: 12th and Commercial by Jeromes, 9th and Commercial by Larson Dairy, and in the parking lot at Sehorn's Furniture.

Committees worked far into the night and were up at dawn today preparing for the big parade and other events today in the 37th Astoria Regatta and the Oregon Fish Festival.

The inevitable last minute details in finishing up construction of the many floats occupied many persons. The entry of the Rockaway community club, however, was on hand at the parade forming area at dawn today. Approximately 14 floats in all will be in the procession, Jaycee parade officials report.

Members of the Roseburg high school band were well taken care of last night as Astoria area homes were opened to the visiting group, reports Carl Bondiotti, Jaycee housing chairman. The band marched in the children's parade yesterday and then played at the events in the Armory last night. After doing the town briefly, they were taken to their homes away from home by Jaycees and others who provided transportation.

Add to woes of a parade chairman: Long distance calls at last minute from units asking entry in the parade (program already carefully worked out) and housing, "please set up a luncheon for 40," et al.

Add to CRPA contributions to the Regatta fete: 2000 parade programs for the big parade. Already, however, new entries have made the listing incomplete, according to Jaycees.

Bob Brown, outdoor editor of Portland's television station KPTV, Channel 12, is here today gathering film for showing next week. Brown planned to get some Regatta shots for a news show at 5:45 Monday and some fishing film for an outdoor show next Friday at 5:45 p. m. He also planned to gather film material on the Regatta and outdoor activities for future shows.

## GRAND PARADE EXHIBITION PROGRAM

Astoria, Oregon

July 20, 1957

GYRO FIELD  
8:00 P.M.



SPONSORED BY:  
JUNIOR CHAMBER of COMMERCE  
IN PROMOTION OF:  
THIRTY-SEVENTH ANNUAL ASTORIA REGATTA

## Parade Mystery Solved



A minor mystery of the recent Regatta parade was these small boys toting a banner advertising a bagpipe band—but with no band behind them. Seems some parade official grabbed the

boys, handed them the banner, and told them to march. Theirs not to reason why, theirs but to do as told, so they made the whole march and got a big hand. (Nolan Photo)



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## COMMITTEE

CHAIRMAN - Tony Naimo  
VICE-CHAIRMAN - Jack Ford  
Dave Edison Carl Bondietti  
John Wise Bill Wilson  
Bob Rees Don Garris  
Marvin Johnson

## PARADE JUDGES

Mrs. Fred Sandoz  
Mrs. Ted Springer  
Harry Steinbock  
Jim Morrell  
Jim Brunold

Mrs. Fern Morse  
Eugene Knutsen  
Lloyd Attig  
Art Sandstrom  
Byron Roman  
Tommy Luke

Mrs. Margaret Laws  
Mrs. Elmira Douma  
Rev. Orval Whitman  
Alan E. Lundberg  
Eugene Lowe

## SUB-COMMITTEES

JUDGES and AWARDS - Don Garris  
HOUSING - Carl Bondietti  
HOSPITALITY - Don Henry  
P A SYSTEM - Bill Meyer  
PUBLICITY - John Swenson  
SIGNS - Truman Tollefson  
PARADE ANNOUNCERS -  
Robert L. Hansen  
Marvin E. Reed

OTHER COMMITTEEMEN  
Tony Naimo  
Jack Rieck  
Bruce Endicotte  
Marvin E. Johnson  
Marvin C. Johnson  
Ira Richards  
Frank Elliott  
Bill McRostl  
Bob Rees  
Wes Shaner  
Ron Angberg

## PROGRAM

COLORS - Tillamook Sheriffs Posse  
Captain Ed Sorenson - Tillamook, Oregon

NATIONAL ANTHEM - Astoria High School Band  
EXHIBITION - The Fisherettes

ROSEBERG HIGH SCHOOL BAND  
Harold Withnessl - Director - Roseberg, Oregon

CLAN MacLEAY PIPE BAND - HIGHLAND DANCERS  
David Patterson - Pipe Major - Portland, Oregon

EUGENE HIGHLANDERS - PIPE BAND  
Hector Smith - Pipe Major - Eugene, Oregon

EAGLES AUXILIARY No. 2116 - DRILL MARCHING  
Captain Earl Clark - Longview, Washington

ED B. RHODES No. 2 - DRUM and BUGLE CORPS  
Dick Main - Drum Major - Tacoma, Washington

ARK ASSEMBLY No. 23 - RAINBOW GIRLS - DRILL MARCHING  
Captain JoAnne Salvino - Seattle, Washington

PORTLAND SCOTTISH PIPE BAND  
Dean Blackwood - Pipe Major - Portland, Oregon

U.S. NAVAL STATION - DRILL MARCHING  
Oakland, California

LEATHERNECK POST - DRUM and BUGLE CORPS  
Ken Douglas - Drum Major - Portland, Oregon

RAINBOWETTES - DRILL MARCHING  
Nancy Gribble - Drill Captain - Portland, Oregon

VFW DRUM and BUGLE CORPS  
Harry Elway - Drum Major - Hoquiam, Washington

NASALLE AIRFORCE BASE DRILL TEAM  
Lt. Tom Truitt - Drill Captain - Naselle, Wash.

ASTORIA HIGH SCHOOL BAND - FINALE  
COLORS - Mrs. Jim Barrett

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